

The Land Company

California Street San Francisco

Sacramento & Clarkburg—on the Property

California Real Estate Commission

Survey of Land & Surveyors of California

12



**Milk Insurance**

From a Pail to a Glass  
It's the only way to insure  
your milk against the  
dangers of bacteria.

"The bacteria that we  
find in milk are the cause  
of many of the diseases  
of babies and children.  
And, unfortunately, they  
are also the cause of many  
of the diseases of adults.  
The only way to insure  
your milk against these  
dangers is to pasteurize it.  
This is the only way to  
kill the bacteria and  
make your milk safe to  
drink."

For the protection of the public health, the  
State of New York has enacted a law  
which requires that all milk sold in this  
State be pasteurized. This law is enforced  
by the State Department of Health, which  
inspects all milk plants and issues licenses  
to those that comply with the law. The  
State Department of Health also issues  
certificates of pasteurization to those  
plants that are found to be in compliance  
with the law. These certificates are valid  
for a period of six months.

**Pasteurization Essential**

It is the only way to insure your milk  
against the dangers of bacteria and to  
make it safe to drink. Pasteurization is  
the only way to kill the bacteria that  
cause many of the diseases of babies  
and children. Pasteurization is also the  
only way to make your milk safe to  
drink. Pasteurization is the only way  
to insure your milk against the dangers  
of bacteria.

**Do Save Your Milk Is Insured**

There is no other way to insure your  
milk against the dangers of bacteria. The  
only way to insure your milk is to  
pasteurize it.

**There Is No Substitute  
For Safe Milk**

*The Orient*

[illegible]

Here is an interesting group of investment, land, insurance and transportation advertising, together with a specimen from a co-operative campaign appearing in Seattle newspapers. The advertising of the Western States Life Insurance Co. evidently is meeting with success. June this year being the company's banner month, exceeding last June in amount of new business written by nearly \$1,000,000, a gain of over 30 per cent.



# The Distant Fields are Greenest---at a Distance! Join Your Neighbors Where Farms Pay Big

*Have you watched the development of the Clarksburg Farming Community during the last five years? Have you talked with any of those who are harvesting high-value crops on these sedimentary lands where the factors that make for success in farming are most advantageously combined? Read the record of progress—only the “high spots” have been touched—during 1922 and understand why con-*

*siderably more than two-thirds of the land sold to date has been bought by former tenants and neighboring farmers. Farmers best able to get the facts and weigh the merits of the opportunity offered were convinced that Clarksburg measured up “ace high” on every score—security of investment, expectation of crop profits, enhancing land values through district development, reasonableness of price and terms, advantages of location, attractiveness of community life, and progressive policy of a financially strong company.*

## Big Things Done in 1922

\$50,000 appropriated and 15 miles of power line built by the Great Western Power Co. to extend electric power for agricultural purposes.

Two miles of telephone line constructed to serve recently established families.

Paved highway opened to connect Sacramento River towns between the Capital City and Rio Vista.

\$75,000 bond issue for a new union school building voted by more than six to one majority.

River route from Sacramento to San Francisco selected for trans-continental Victory Highway. 17 miles of irrigation ditches built.

Installation of eight pumping plants for irrigation and intensive cultivation under way.

## Action-Figures for 1922

20 new homes built and 35 other farm buildings constructed. Seven new pear orchards set out in the new district.

Crop acreages for the year: beans, 8850; alfalfa, 2030; asparagus, 650; new orchard, 350; onions, 350; sugar beets, 425; potatoes, 1340; besides several thousand acres in grain.

Planting of black walnut shade trees along the roads continued. Sales totaling 698.7 acres, valued at \$238,843.74 consummated.

25 loans to purchasers aggregating \$581,899.17 negotiated through various banks, evidencing stability and credit of the community.

## The Right Road to Competence

*Get in touch with our nearest office or send a post card for detailed information. It is the unvarying policy of this company to see to it that prospective buyers learn everything that can have a bearing in reaching a decision that will mean sustained satisfaction in the future.*

# HOLLAND LAND COMPANY

**CLARKSBURG**  
The Town of Property

**SAN FRANCISCO**  
351 California Street

**SACRAMENTO**  
Capital National Bank Bldg.

TAKE HEED. The company originally owned 20,000 acres, on which it carried on the major development work—pioneer cultivation, transportation outlets, irrigation, townsite advantages. Today, less than a fourth of the land remains unsold—3500 acres of sedimentary soil—the type that produces big-pay crops

Woodland Democrat 1923-7-11



CLARKSBURG, Jan. 6.—More than 11,000 trees have been contracted for through E. B. Green of this point by some ten land owners in the Millard Land tract west of here. The orchards to be set out will aggregate 340 or 400 acres. The varieties of fruit include, by trees, the following: Pears, 7000; peaches, 2000; plums, 1000; figs, 840; walnuts, 250.

The adaptability of this section for a diversity of fruits has been established, notably a reputation for shipping the first pears of the season each year.

CLARKSBURG, Jan. 12.—Gov-  
ernment figures on the commerce  
of the Sacramento River, just  
published, are arousing much in-  
terest in this down river section  
of Yolo County, which is contrib-  
uting more passengers and produce  
each year to swell the figures.

The statistics are for the year 1921, the latest available data, and show a net tonnage on the river of 819,568, valued at \$51,856,938, not including water and government material used for river improvement transported during the year.

In 1921, 102,807 passengers were carried on the river. Vegetable food products in 1921 accounted for 427,533 tons, valued at \$29,472,199.

DAY-OLD CHIX—Golden Buff, Brown & White Leghorns, Anconas, Black Minorcas, Buff Orpingtons, R. I. Reds, Barked Rocks & Turkeys. Enoch Crews, Seabright, Calif. tf

CLARKSBURG, Jan. 12.—Government figures on the commerce of the Sacramento river, just published, are arousing much interest in this section, which is contributing more passengers and produce each year to swell the figures.

The statistics are for 1921, the latest available data, and show a net tonnage on the river of \$19,558, valued at \$51,356,938, not including water and government material used for river improvement transported during the year. Corresponding figures for the preceding year are not available. The same deductions were 764,135 tons, with an aggregate value of \$52,279,487, value levels being higher in that year. In 1921, 102,807 passengers were carried on the river; in 1920, 104,253 passengers. Vegetable-food products in 1921 accounted for 427,333 tons, valued at \$29,472,199.

CLARESBURG, Jan. 12.—Government figures on the commerce of the Sacramento River, just published, are arousing much interest in this down river section of Yolo County, which is contributing more passengers and produce each year to swell the figures. The statistics are for the year 1921, the latest available data, and show a net tonnage on the river of \$19,565, valued at \$51,858,938, not including water and government material used for river improvement transported during the year.

CLARESBURG, Jan. 5.—Construction work is under way on farm dwellings and out buildings on a dozen parcels of land in the Holland Land company subdivision centering here. According to a check-up just made, the value of these new improvements aggregates \$18,000, exclusive of a new project involving several times that amount which is to be announced later. In addition to houses and barns, two blacksmith shops also are being erected. These building operations are the aftermath of stimulated sales activities of recent weeks.

CLARKSBURG, Jan. 12.—Government figures on the commerce of the Ohio river indicate that boatsmen are arousing much interest in this down river section of Yolo county, which is contributing more passengers and tonnage than ever to swell the figures. The statistics for the year 1921, the latest available data, and show a net tonnage on the river of 818,200 tons valued at \$56,938, not including Government material used for river improvement transported during the year. The corresponding figures for the preceding year are 746,000 tons, the same deductions, were 744,135 tons, with an aggregate value of \$53,276,857, value levels being higher in 1921. In the year 1920, 104,923 passengers were carried on the river; in 1920, 104,923 passengers. Vegetable food products tonnage valued at \$29,472,199, 457,553 tons, valued at \$29,472,199.

cording a gain of 55,000 tons in the volume of tonnage carried on the Sacramento River during 1921 compared with 1920, government figures just published are arousing much interest in this down-river section of Yolo county, which is contributing more passengers and produce each year to swell the figures.

During 1921, 102,807 passengers were carried on the river; during 1920, 104,923.

CLARKSBURG, Jan. 13.—Record.—ing a gain of 55,000 tons in the volume of tonnage carried on the Sacramento river during 1921 compared with 1920, Government figures just published are arousing much interest in this down river section of Yolo county, which is contributing more passengers and produce each year to swell the figures. During 1921, 102,807 passengers were carried on the river; during 1920, 104,929.

The freight traffic figures, after deducting water transported as well as Government material used for river improvement, are as follows:  
1921, 819,568 tons, valued at \$51,856,938; 1920, 764,135 tons, valued at \$53,279,487.  
S. F. Bulletin  
1923-1-13

## Heavenly Bliss! Couple United Far Above Earth

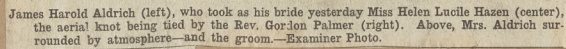
CHURCH weddings with flowers, admiring relatives and skeptical friends, ushers, and all that, are getting to be a bore in these days of advanced flapperism.

Too common.

So when James Harold Aldrich, a young rancher, and Helen Lucille Hazen, both of Clarksburg, decided life would be a total loss unless they married they stole away to Los Angeles.

Neither had ever been in an air-

Yesterday afternoon they appeared on the Rogers Airport field with the Rev. Gordon Palmer of South Park Baptist Church, and demanded that they be married in the air.



words which (figuratively) brought them back to earth.

The bride, who is young and pretty, said it was a "just a crazy idea," referring to the unique wedding.

Then they are going back to Clarksburg in an automobile. These are modern times.

**River Garden Land  
Coming to Front**

to the front as a favored horticultural section is indicated in the shipment of an aggregate of 250,000 trees to down river farmers by the Clarksburg Nursery Company, at Clarksburg. Pears, peaches and cherries are the principal varieties. In the immediate neighborhood one 100-acre orchard of Bartlett pears is being set out by Dr. Frank Krull on his property adjoining the Holland Land Company's tract headquarters.

1923-1-26 — Page 1

garden land district is coming to the front as a favored horticultural section is indicated in the shipment of an aggregate of 250,000 trees to downriver farmers by the Clarksburg Nursery Company. Pears, peaches, and cherries are the principal varieties. In the immediate neighborhood of a 100-acre orchard of Bartlett pears is being set out by Dr. Frank Krull of his property adjoining the Hollander Land Company's tract headquarters.

CLARKSBURG, Jan. 27.—How rapidly the Sacramento River garden land district is coming to the front as a favored horticultural section is indicated in the shipment of an aggregate of 250,000 trees to down river farmers by the Clarksburg Nursery Company. Pears, peaches and cherries are the principal varieties.

In the immediate neighborhood a 100 acre orchard of Bartlett pears is being set out by Dr. Frank Krull on his property adjoining the Holland Land Company's tract headquarters.

CLARKSBURG, Jan. 27.—Nursery stock aggregating a quarter

of a million trees, is being shipped to down-river farmers hereabout by the Clarksburg Nursery Company, pears, peaches and cherries being the principal varieties. Gus Olson, general manager of the Holland Land Company, which subdivided 20,000 acres in this vicinity, points out that this is direct evidence of the rapid extension of orchard development in the Sacramento river garden land district.

CLARKSBURG, Jan. 28.—Nursery stock aggregating a quarter of a million trees is being shipped to downstate farmers hereabout by the Clarksburg Nursery Company, pears, peaches and cherries being the principal varieties. Gus Olson, general manager of the Holland Land Company, which subdivided 20,000 acres in this vicinity, points out that this is direct evidence of the extension of orchard development in the Sacramento river garden land district.

Dr. Frank Krull is setting out a 100-acre Bartlett pear orchard on his property, adjoining Holland tract headquarters.

**Quarter Million Trees**  
CLARKSBURG, Jan. 26.—Nursery stock aggregating a quarter of a million trees is being shipped to downriver farmers hereabouts by

the Clatsburg Nursery Company, pears, peaches and cherries being the principal varieties. Gus Olson, Land Company, which subdivided 20,000 acres in this vicinity, points out that this is direct evidence of the rapid extension of orchard development in the Sacramento river garden and land district, which has come steadily to the front as a favored horticultural section. Dr. Frank Krull is setting out a 100-acre Bartlett pear orchard on his property adjoining Holland tract headquarters.

**CLARKSBURG, Jan. 25.**—How rapidly the Sacramento river garden land district is coming to the front as a favored horticultural section is indicated in the shipment of an aggregate of 250,000 trees to down river farmers by the Clarksburg Nursery Co. Pears, peaches and cherries are the principal varieties. In the immediate neighborhood one 100-acre orchard of Bartlett pears is being set out by Dr. Frank Krull on his property adjoining the Holland Land Co.'s tract headquarters.

With Gus Olson, in charge of the Holland Land Company properties in the Clarksburg district, as the President of the Association, the personnel of the Yolo County Farm Bureau includes men who are real leaders in farming life in their respective communities.

J. C. Marshall is vice-president  
Olson and Dolores Burrell is secretary.  
The other officers are:  
**DIRECTORS-AT-LARGE**  
J. L. Harlan, J. W. Gallup, George  
Haussler, J. E. Bandy.

Capay Valley  
Felix Russel, Director.  
Garfield Winter, Secretary.  
Clarksburg  
George Wilson, Director.  
Roy Clark, Secretary.

Esposito  
J. B. Waldon, Director.  
L. J. Banks, Secretary.  
Elkhorn  
George Hicks, Director.  
A. A. Casselman, Secretary.

Madison  
J. B. Atkinson, Director.  
J. W. Gilliam, Secretary.  
Plainfield  
R. C. Cassell, Director.  
H. I. Bobb, Secretary.  
Spring Lake

C. E. Slater, Director.  
R. R. Lockhart, Secretary.  
Yolo  
Clyde Forbes, Director.  
Fred Dick, Secretary.  
Willow Oak Park

Henry Kaupke, Director.  
H. A. Kramer, Secretary.  
—Zamora  
George Clark, Director.  
Herman Clover, Secretary.  
Representing University of California and United States Department of Agriculture—W. D. Norton, County Agent.

ALONG RIVER

Clarksburg, Jan. 27.—Nurs stock aggregating a quarter of million trees is being shipped downriver farmers hereabout by Clarksburg Nursery Company, peaches and cherries being the principal varieties. Gus Olson, general manager of the Holland Land Company, which subdivided 20,000 acres in this vicinity, points out that this is direct evidence of the rapid extension of orchard development in the Sacramento River garden district, which has come steadily from the front as a favored horticultural

Dr. Frank Krull is setting out 100-acre Bartlett pear orchard on his property adjoining Holland street headquarters.

Special Dispatch to The Chronicle  
WOODLAND, Jan. 25.—Deeds filed here yesterday convey to the C. Morris Company of Santa Clara producers of garden and flower seed, 1245 acres of land near Clarksburg on the Holland Land Company. The price paid was \$310,000. The Santa Clara company will raise most of its garden and flower seed and young vines and trees of the Yolo county tract. 1423-1-26



# Late Agricultural News.

Holmes Bros. at Clarksburg claim gross returns of \$150 per acre from 125 acres of sugar beets. Their crop was 2,470 tons of 13 per cent beets.

A field of 125 acres of sugar beets yielded 19 1/2 tons per acre testing 19 per cent sugar and bringing \$150 per acre as reported by Holmes Bros. of the Clarksburg district.

The Clarksburg Nursery Company writes that they have shipped 250,000 trees, principally pears, peaches and cherries, to down-river farms for plantings now going on.

The C. C. Morse Company, producers of garden and flower seed, have just obtained clear title to 1,245 acres of land from the Holland Land Company at Clarksburg, paying \$310,000 for it. This land has been leased for several years, being used by the seed company to grow its root vegetable seed crop.

Pacific Rural Press, February 24, 1923  
AGRICULTURAL NOTES.

The Clarksburg Nursery of Clarksburg has recently shipped two carloads of deciduous fruit trees to Oregon. The Oregonians are calling for Myrobalan seedlings, upon which they are largely grafting their peaches.

ISCO CALL AND POST \* \* \* California's Greatest

## DOCKS AND BONDS

### GAS COMMON RALLIES AFTER RATE CUT SAG; OIL FAVORITES STRONG IN LIVELY N. Y. MARKET

1923-1-2  
By THOMAS M. DARGIE  
Financial Editor of The Call

HOLLAND LAND DIV. - Holland Land Company shareholders received checks today for dividend No. 4 of \$1 a share on stock of record December 29, payable out of net earnings. J. V. Mendenhall, president of the company, announced.

SF.

By E. E. ALBERTSON  
Financial Editor of The Chronicle

HOLLAND SIXES CALLED - The entire issue of the Holland Land Company first mortgage 6 per cent fifteen-year bonds will be called for payment or for sinking fund operations at 102 some time during the present year, according to a statement made yesterday by President J. V. Mendenhall through Hunter, Dulin & Co.  
These bonds comprise an original issue of \$2,500,000 underwritten by Hunter, Dulin & Co. in December, 1918, of which approximately \$1,225,000 have already been retired leaving \$977,700 now outstanding. Affairs of the Holland Land Company are reported in excellent shape which enables President Mendenhall to announce the company will pay off its entire funded debt this year—eleven years in advance of the date the bonds are due.

Holland Land to Call Bonds - Hunter, Dulin & Co. announce that Mr. J. V. Mendenhall, president of the Holland Land Company, after a recent consultation in their office, now goes on record as saying that the entire issue of the Holland Land Company, first mortgage 6 per cent fifteen-year bonds will be called for payment—or for sinking fund operations—at 102, some time during the present year, the exact date having not yet been definitely determined. These bonds comprise a \$2,500,000 issue, originally underwritten by Hunter, Dulin & Co., December, 1918, of which approximately \$1,225,000 have already been retired leaving \$977,700 now outstanding. Affairs of the Holland Land Company are reported in excellent shape and it was with some pride that President Mendenhall announced the company would pay off its entire funded debt this year—eleven years in advance of the date the bonds are due.

Although the bonds will not be definitely called, probably for some months, Hunter, Dulin & Co. advise the exchange of these bonds now, believing higher yields are obtainable at present than may prevail later in the year.

1923-1-28 SUNDAY

## BUSINESS AND FINANCE

By H. S. SCOTT

THE FINANCIAL TIMES, FRIDAY MORNING, FEBRUARY 16, 1923

### Holland Land Will Buy Back Its Bonds Now

The Holland Land Co. through its president, J. V. Mendenhall, is sending notices to stockholders, announcing that funds are now available for the purchase of a substantial amount of the company's outstanding bonds at \$102, and accrued interest, the trust deed callable price, in part the notice says. "If you still hold Holland bonds we recommend that you accept this price and reinvest in other securities, many of which are now being offered on a basis to yield 6 per cent or better."

"These bonds are callable at our option, on or before thirty days prior to June 1, the next interest date. If we are not successful in purchasing the bonds direct from you, we will immediately purchase them on the market at a considerable amount of bonds call before May 1st, at which time it may be more difficult for you to reinvest on an interest basis as favorable as at present."

"In other words, if you will let us have your bonds now, it will facilitate our bond redemption and at the same time probably enable you to obtain securities which may be higher priced next June."

### HOLLAND LAND INDEBTEDNESS TO BE PAID THIS YEAR

CLARKSBURG, Feb. 2.—Announcement that the Holland Land Company would pay off its entire funded indebtedness this year, eleven years ahead of maturity, has called attention anew to the rapid development of the agricultural community centering here. The planting of high value crops over a wider and wider area continues. The success of the major project is reflected in the success of land buyers who are securing bank loans on eminently satisfactory bases.

#### LEGAL NOTICES.

HOLLAND LAND COMPANY BONDS - NOTICE IS HEREBY GIVEN THAT MERCHANT TRUST COMPANY OF CALIFORNIA, WILL ON FEBRUARY 24, 1923, at 10 o'clock, A. M., in the County of Santa Clara, California, sell at public auction, for cash, the bonds of the Holland Land Company, first mortgage 6 per cent fifteen-year bonds, originally underwritten by Hunter, Dulin & Co., December, 1918, of which approximately \$1,225,000 have already been retired leaving \$977,700 now outstanding.

Merchandise Trust Company of California, Inc.,  
PARKER S. MARINE,  
San Francisco, Cal., Feb. 23, 1923

### Bio Vista River News Holland Land Co. to Pay Entire Obligations

Announcement that the Holland Land Company would pay off its entire funded indebtedness this year, eleven years ahead of maturity, has called attention anew to the rapid development of the agricultural community centering at Clarksburg.

The planting of high value crops over a wider and wider area continues. The success of the major project is reflected in the success of land buyers who are securing bank loans on eminently satisfactory basis.

### Holland Land to Pay Indebtedness

CLARKSBURG, Feb. 2.—How rapid has been the development of the agricultural community centering here is indicated in the announcement that the Holland Land Company would pay off its entire funded indebtedness this year, eleven years ahead of maturity. Extension of the area of high value crops has made it possible for land buyers to secure bank loans on eminently satisfactory bases, thus expediting their own development plans.

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### SOME SNAP SHOTS.

ANNOUNCEMENT that the Holland Land Company would pay off its entire funded indebtedness this year, eleven years ahead of maturity, has called attention anew to the rapid development of the agricultural community centering around Clarksburg, in the Sacramento River Delta country. The planting of high value crops over a wider and wider area continues. The success of the major project is reflected in the success of land buyers who are securing bank loans on eminently satisfactory bases. J. V. Mendenhall is president of the Holland Land Company.

### HOLLAND LAND PAYS OFF ALL FUNDED DEBTS

CLARKSBURG, Feb. 16.—How rapid has been the development of the agricultural community centering here is indicated in the announcement that the Holland Land Company would pay off its entire funded indebtedness this year, eleven years ahead of maturity. Extension of the area of high value crops has made it possible for land buyers to secure bank loans on eminently satisfactory bases, thus expediting their own development plans.

### Holland Land Co. In Fine Condition

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### DEBT PAYMENT ADVANCED

Holland Land Company to Settle Before Month's End - CLARKSBURG, Feb. 2.—Announcement that the Holland Land Company would pay off its entire funded indebtedness this year, eleven years ahead of maturity, has called attention anew to the rapid development of the agricultural community centering here. The planting of high value crops over a wider area continues. The success of the major project is reflected in the success of land buyers who are obtaining bank loans on eminently satisfactory bases.

### Holland Land Co. To 'Pay Out' This Yr.

CLARKSBURG, Feb. 2.—How rapid has been the development of the agricultural community centering here is indicated in the announcement that the Holland Land Company would pay off its entire funded indebtedness this year, eleven years ahead of maturity. Extension of the area of high value crops has made it possible for land buyers to secure bank loans on eminently satisfactory bases, thus expediting their own development plans.

### Clarksburg Land Grows in Value

CLARKSBURG, Jan. 15.—Recording a gain of 55,000 tons in the volume of tonnage carried on the Sacramento river during 1921, compared with 1920, government figures have been published. The figures indicate that in this down river section of Yolo county, which is contributing more passengers and produce each year to the river.

During 1921, 102,807 passengers were carried on the river; during 1920, 104,923. The freight traffic figures, after deducting water transported as well government material used for river improvement, are as follows: 1921, \$19,568 tons valued at \$1,856,938; 1920, 764,135 tons, valued at \$50,270,487. The higher range in values in that year according to the larger valuation figure.

In 1921 vegetable food products accounted for 427,335 tons, valued at \$29,472,159. Three hundred and two vessels of an aggregate tonnage of 22,653 were engaged in handling this traffic.

### NEW FERRY IN DELTA COUNTRY

Oakland Tribune - CLARKSBURG, Feb. 2.—Connecting River and Prospect Islands in the southern end of the Holland Land tract, a new ferry has been put into operation across the Slough, one of the navigable arms of the Sacramento River. It serves the growing district down the river from the capital. The ferry is operated without toll by Solano County and is under the jurisdiction of the Board of Supervisors.

### Will Make Big Effort to Meet The Budget Cut

CLARKSBURG, Feb. 9.—Addressing the members of the Yolo County Farm Bureau, Director G. H. Hecke of the State Department of Agriculture, declared that even after a curtailment of \$800,000 from the estimated expenses for the present biennium, his department will be enabled to perform its major functions during the next two-year period on the Governor's budget allowance of \$1,325,000. He expressed the hope that certain items would be reinstated after further study by the Budget Board and pointed out that with the assumption of certain functions by the counties, which have been performed up to this time by the State, the vital public functions of the department will be continued with the exercise of the strictest economy of operation.

The reduction made by the Budget Board was \$590,870, but \$18,920 of this amount is provided for in a bill introduced in the Legislature seeking to transfer to the county veterinarians, under the supervision of the director of agriculture, the livestock sanitary service.

A strong and honest effort will be made by the members of the department to meet the situation through proper application of industry and conscientious service," promised Hecke.

### Oakland Tribune Clarksburg Farmers Hear State Official

WOODLAND, Feb. 19.—G. H. Hecke, State director of the department of agriculture, was the principal speaker before a meeting of the Clarksburg farmers Friday. J. V. Mendenhall, land colonizer, Dr. Fred Burrows, J. B. Askinson, of Madison, and others complimented the farmers and orchardists of the Eastern Yolo section upon their great strides in development. H. M. Van Tassel, county health officer, commission declared that in an address before members of the Delta show place of the Sacramento Valley in orchard and agricultural development.

### BUDGET ESTIMATE ENOUGH

CLARKSBURG, Feb. 9.—The state department of agriculture will be able to perform its major functions during the coming two-year period despite the \$800,000 curtailment from the estimated expenses for the present biennium, G. H. Hecke, director of the department, stated in an address before members of the Yolo county farm bureau. The budget allowed by the governor is \$1,325,000. Mr. Hecke pointed out that if the counties will assume certain functions which previously have been performed by the state, Land Co. and Gun show president will be carried on with the strictest economy of operation.





# Oakland Tribune

## Development Section



VOLUME XXVIII.

OAKLAND, CALIFORNIA, SUNDAY, JANUARY 21, 1923

A

NO. 21.

### PROGRESS OF THE BACK FARM LANDS

"Bring Plenty of Farmers With Experience and the Necessary Money and All Other Classes Will Follow"

J. V. Mendenhall, the Delta Developer, Adds a Few Words About the Growth of the Farm Back Country

By PAUL GOLDSMITH.

The article written by J. V. Mendenhall and reproduced in the Development Section of the Oakland TRIBUNE recently, has attracted much attention throughout California because of its clear and comprehensive exposition of the farm land conditions in this state. And this is as it should be, for no one is better fitted to write upon farm land conditions in California than J. V. Mendenhall, who ranks as one of the very successful land developers of the state. Originally Mr. Mendenhall came from Berkeley, where he dabbled in politics to the extent of becoming city clerk of that city. It might be thought that a training as city clerk of Berkeley was not of the kind to make a man a successful country land developer, but, no matter what the training Mr. Mendenhall has put on the market and sold as a profit to both the land owners and the purchasers on of the great delta tracts of the state. When Mr. Mendenhall left Berkeley politics he became directly interested in the Holland land tract, located upon the west side of the Sacramento river just below the capital city. The town or river landing of Clarksburg is on the Holland tract, so that this will suffice for a geographical location point.

The great central valleys of California and particularly the delta region is dotted with tract failures. It has not been because of the lack of value in the land, or because small sums have not been spent by many developers in putting their property in shape, but the general experience has been that when the time for selling arrived something else had occurred to make this difficult if not impossible.

The Holland land tract was in just this condition. Originally owned by the Netherlands Land Company it had gotten into difficulties and it was due to Mr. Mendenhall to put the property on the fence. In the reorganization Mr. Mendenhall changed the name of the company to the Delta Farm, Inc. The result of that work has been that out of a tract of 20,000 acres less than 4000 acres remain unsold. This success has had another result. The Delta Farms, Inc., in the delta region just west of Stockton, has been turned over to Mr. Mendenhall to reorganize and sell as he did the Holland tract.

The essence of Mr. Mendenhall's plan of developing the back country whether it be in the delta or elsewhere, is expressed in this line of his: "Bring plenty of farmers with experience and money to California and all other classes of population will come without advertising. We need symmetrical development and not top-heavy city development."

That is certainly as clear a statement as it is possible to make and defines what Mr. Mendenhall is trying to do and why he has made a success of that try. It is possible that through the efforts of such developers as Mr. Mendenhall, the one time city clerk of a college community, that California may escape the congestion of population that afflicts some of the eastern states.

And it may be that through such men as Mr. Mendenhall Oakland may have gone part in the prosperity of the delta back country.

### NEW FERRY IN DELTA COUNTRY

1923-1-21

CLARKSBURG, Dec. 30.—Connecting Ryer and Prospect Islands with the southern end of the Holland Land tract, a new ferry has been put into operation across Miner Slough, one of the navigable arms of the Sacramento River. It serves the growing district down river from the capital. The ferry is operated without toll by Solano County and is under the jurisdiction of the board of supervisors.

12

SUGAR BEET JOURNAL

January 1923

## New California Sugar Beet District Forging Ahead

Rich Sedimentary Lands along the Sacramento River Below California's Capital, With Unlimited Supply of Water for Irrigation Plus an Ideal Climate, are Producing Heavy Tonnages of Beets High in Sugar Content.

By J. V. MENDENHALL

There has been so much romance interwoven with the growth of California's agricultural resources that one is apt to jump at the conclusion that the subject is exhausted, that all the colorful tales have been recounted. The fact is the future holds promise of no less spectacular stories of big-scale achievement than are now part of the history of the state that within a single decade jumped from sixteenth to second place in the rank of the agricultural states of the Union.

According to the unequivocal assertion of the agricultural superintendent of one of the big sugar companies the district just south of Sacramento on the west bank of the Sacramento river gives promise of becoming one of the most successful sugar beet districts. An unusually fortunate combination of a number of success factors whose potency has been established by the cold figures of actual results, is responsible for the enthusiasm authorities evince when surveying the prospective development of this area. An unlimited supply of irrigation water, available because of the district's advantageous location along the River, is foremost in the category of its advantages from the viewpoint of the sugar beet grower. Sub-irrigation is provided by a extensive system of ditches reaching every parcel of land. In the few areas where surface irrigation may be necessary or desirable, it is accomplished by lowhead pumping.

**A Great Available Acreage**  
Roughly, there are 50,000 acres of rich sedimentary land in the immediate territory that possess two desirable assets for profitable sugar beet growing: a physical condition of the soil that promotes retention of moisture; and yet at the same time, effecual drainage. High in humus, these sedimentary lands have been enriched by the deposits of uncounted years and during the intervening years the soil has grown and decayed. The entire district that forms the delta of the Sacramento and San Joaquin rivers, draining the great inland valley of California, has this characteristic and has gained a name for productivity that rivals that of the valley of the Nile and the Valley of the Po.

Absolute control of subirrigation through the elaborate system of ditches, and the pumping of plants the water level being raised or lowered with accuracy gained in tenths of feet—is a third element of asset which capitalizes the natural advantages of rich soil and availability of water. It is found in high

favor with those who are seeking to extend the acreage of sugar beets, insuring, as it does, maximum results with little effort and cost.

**Growers Cash Drawers Figures**  
For the man who is farming himself, net returns last season averaged \$100 an acre; for the landlord from \$35 to \$80 an acre rental—according to actual figures furnished by growers. Maximum returns of course have been much higher. Holmes Brothers, for example, realized gross returns of \$190 an acre from a field of 125 acres in the Holland Land tract, running 19 3/4 tons to the acre. The total yield was 2,470 tons with a sugar content of 19%—strikingly high in view of the heavy tonnage. This was not an extraordinary figure, however, as attested by the following citations of actual yield figures furnished by growers.

Acreage	Tons Per Acre	Sugar %
57	27	18
100	16	20
75	15	18
80	14	20
90	14	21
6	15	19



**Estimate of Growing Costs**  
Estimates of the costs of raising beets have been furnished by the Holland Land Company, which subdivided 20,000 acres in the Clarksburg district, the center of the larger area. Where the work was done under hire, the cost figured \$62 an acre on an actual fifteen-ton yield.

This was made up as follows: seed, beet hoeing, thinning and cultivating up to harvest time, \$19; topping at \$1 a ton, \$15; hauling at \$1.65 a ton, \$25; plowing out, \$3. The net profit on the basis of \$10 a ton, or \$150, was \$88 an acre.

On another field, the estimates per acre, to lay by, \$12; for topping, \$15; for hauling, \$20; for plowing out, \$2; total, \$49 on a twenty-ton yield. On the same basis of return as the foregoing example the net profit was \$151 an acre.

**Climate a Big Factor**  
In the roster of advantages the decided asset of climate must not be overlooked. During the growing period the days are warm—the high temperature of the interior being recorded, moderated somewhat by the bay breezes that find an inlet through Carquinez Straits. Is characteristic of the climate of the region that cool late afternoons and nights add to the warm days—a highly desirable condition.

This district is being built up as a diversified farming community of prosperous farm home estates possessing the advantages of present day rural life. The pioneer work was begun five or six years ago as preparation was made for the subdivision of the lands, and sugar beets have been grown in the district for the last three years. The results each year have been more encouraging from a financial return to the grower. Land owner and tenant alike are realizing more and more the value of a sugar beet crop. Moreover, as a rotation crop, the sugar beet has established its beneficial influence on succeeding crops of grain and beans as expressed in increasing yields. This district is almost suburban to the capital of California, Crossing the Sacramento River at Clarksburg over the free country ferry, a paved highway leads to Sacramento or down river along the route of the newly reorganized Trans-continental Valley Highway to the San Francisco Bay cities, one of the most inspiring trips the motorist can take.

So fertile are these river lands that the Sacramento River according to federal statistics, has advanced to first rank among the streams of the United States in the value of carpeting them with sugar beets of no less than 225 percent in tonnage in ten years.

Beet sugar made in our modern factories of today is not touched by human hands.

### More Fruit Being Planted in Sacramento Delta Country

CLARKSBURG, December 29.—Ten landowners of the Holland Land District have let contracts to B. B. Green of this point for setting out orchards that will aggregate from 350 to 400 acres, the various types totalling up the following units: Pears, 7000 trees; peaches, 2000 trees; plums, 1000 trees; figs, 840 trees; walnuts, 250 trees.

The preeminence of this section as the producer of the earliest pears has stimulated orchard development materially. Page 1

### SHIP NURSERY STOCK FROM THE HOLLAND TRACT

CLARKSBURG, March 2.—Nursery stock aggregating a quarter of a million trees is being shipped to downriver farmers hereabout by the Clarksburg Nursery Company, pears, peaches, and cherries being the principal varieties. Gus Otton, general manager of the Holland Land Company, which subdivided 20,000 acres in this vicinity, points out that this is direct evidence of the rapid extension of orchard development in the Sacramento river garden land district, which has come steadily to the front as a favored horticultural section.

Dr. Frank Krull is setting out a 160-acre Bartlett pear orchard at his property adjoining Holland tract headquarters.

### HOLLAND LAND PAYS OFF ALL FUNDED DEBTS

CLARKSBURG, Feb. 18.—How rapid has been the development of the agricultural community centering here is indicated in the announcement that the Holland Land company will pay off its entire funded indebtedness this year, eleven years ahead of maturity. Extension of the area of high value crops has made it possible for land buyers to secure bank loans on security of their own production, thus expediting their own development plans.

Oakland Trib. 2-18-23





# FARM BUREAU EDITION



THE FARM BUREAU IS THE BIGGEST ORGANIZATION OF FARMERS THE WORLD HAS EVER SEEN



PAGES  
9 to 20

## Woodland Daily Democrat

You'll Enjoy  
The "Democrat"  
65c a Month

ISSUED DAILY EXCEPT SUNDAY

WOODLAND, CALIFORNIA, THURSDAY EVENING, JANUARY 11, 1923

ESTABLISHED 1877

### County Launches Drive for New Members

#### 'JOIN YOUR FARM CENTER', PLEADS BUREAU HEAD

By GUS OLSON  
President Yolo County Farm Bureau.

In the earlier days of American agriculture, a surplus of natural advantages and the scarcity of active opposition made it comparatively easy to produce great quantities of food-stuffs and raw materials.

Thousands of acres of fertile land were to be had for the taking. One could go into the apparently limitless prairies and plant, cultivate, harvest and market without the help or intervention of anyone. A virgin fertility and a comparative freedom from weeds and pests assured the crop.

The production of a variety of the necessities of life reduced and often prevented any difficulties in marketing. The life of the farmer was truly one of independence.

With the increase of our population and the coming of throngs or foreign-born people all this has been changed. Our vast domains of fertile land are mostly occupied and the large tracts are fast being cut up into smaller and smaller pieces, necessitating more intensive work and greater specialization.

#### Expert Knowledge.

No longer can the farmer be sufficient unto himself. More and more, he is compelled to work with and call upon his fellows in the same line.

Specialization calls for more expert knowledge and teamwork. Importation of seeds and products has introduced new weeds and pests. Growth and development of transportation have brought new serious competition from greater distances. No longer can he know the men who produce the commodities that compete in the markets.

No longer can he withstand unaided the combined influences of a decreased fertility of the soil, an increasing variety in the character and virulence in the weeds, pests and diseases attacking his products, the ever greater and more strongly organized army of middle men imposing themselves between the original producer and the ultimate consumer, each and everyone taking his toll without adding a particle to the real value of the product.

#### DIRECTING HEADS OF YOLO COUNTY'S RAPIDLY GROWING FARM BUREAU

(Left to right) FIRST ROW—Miss Dolores Burrell, secretary; Mrs. F. J. Bandy and Miss Bertha Schwan, the latter home farm demonstrator.

SECOND ROW—George Hicks, Gus Olson, F. G. Burrows, J. W. Gallup, Henry Kaupke and Chas. Dumars.

THIRD ROW—E. J. Bandy, Richard Cassel, J. G. Winter, George Clark, Marvin Howard and John Atkinson. FOURTH ROW—E. P. Smith, W. C. Richter, E. C. Forbes, John Schlosser, George Hattisler, C. E. ("Babe") Slater, Felix Russell, J. C. Marshall, J. L. Harlan, George Wilson and W. D. Norton, the latter county farm agent.



#### Urges Co-Operation.

In the solution of these problems and the successful mastery of any or all of these difficulties, but one force stands out supreme above all others—co-operation.

Proposed and fostered by the government extension service, for the purpose of bringing into practical use the results of the experiment station work, it has become the one great organization capable of bringing together all these forces for the upbuilding of a greater America.

These organizations have been born of a common necessity and have grown to a successful maturity only by the combined co-operation of a majority of those engaged in the particular line affected.

In like manner will the one great unifying organization, the farm bureau, be of greatest service to the individual, the state, and the nation, only as every farmer in the county, state, and nation gets solidly behind the movement.

Join the organization and help—not only with your membership, but with your interest, your presence and your active co-operation.

#### GROWTH HERE SHOWS BUREAU STABILITY BELIEVES FORBES

By CLYDE FORBES

Chairman Yolo County Membership Committee.

No greater proof of the permanency or stability of the Farm Bureau plan could be asked than that furnished during its period of growth in Yolo county.

When it began its work there were those who said it would fail because they had seen nearly every organization in which the farmer was interested fail. "History would repeat itself," was the favorite expression.

Because of the conservative and sane plan of structure used in building the great organization numbering over a million producers in the United States, it has grown more powerful with the lapse of time.

Its plan of co-operation has not contemplated a revolutionary overthrow of financial or market conditions. It has not carried its plan of co-operation to the extent that it has entered upon a line of work with which it was not familiar, but its leaders have counseled moderation and advised the membership to act along lines with which they are familiar.

You will be asked to become a member. In order that you can have some idea of its strength in the county, the record of its growth from 1920 appears elsewhere in this edition.

#### 12,000 Fruit Trees Being Set Out In Holland Land Tract

Woodland, Jan. 11.—Fruit trees are being set out in the Holland district, using more than 400 acres of land heretofore devoted exclusively to the production of grain, and adding another great fruit district to California.

The contract for the work has been let by the owners to B. B. Green, who is making arrangements to plant 7,000 Bartlett pear trees, 2,000 peach trees, 1,000 plum trees, 840 fig trees and 260 walnut trees. The pears proved a favorite after a thorough soil survey and analysis by agricultural engineers of the University of California and other institutions, because it was shown by experiment and analysis the fruit ripens and matures earlier in this district than in many other parts of the state.

All of the new trees will begin bearing in three or four years and are expected to yield profitable crops shortly thereafter.

Asia occupies a third of all the land of the earth's surface.

#### TIMES, Jan. 1923

#### 250,000 Pear, Peach and Cherry Trees Being Set Out In Holland Land District, Sacramento River

CLARKSBURG, Jan. 27.—Nursery stock aggregating a quarter of a million trees is being shipped to down river farmers hereabouts by the Clarksburg Nursery Company, pears, peaches and cherries being the principal varieties.

Gus Olson, general manager of the Holland Land Company, which subdivided 20,000 acres in this vicinity, points out that this is direct evidence of the rapid extension of orchard development in the Sacramento River garden land district, which has come steadily to the front as a favored horticultural section.

Dr. Frank Grull is setting out a 100-acre Bartlett pear orchard on his property adjoining Holland tract headquarters.

#### Nursery Ships 1425 Car of Trees

Woodland, Jan. 11.—Two carloads of young trees have been shipped within the past few days by the Clarksburg Nursery series to Oregon nurseries. The two loads carried about 50,000 young Yolo county trees, principally of the peach and apple variety, to the northern state. The trees will be planted in the orchards there.

#### Clarksburg an Important Horticultural Area

Byron Times, Jan. 20.—CLARKSBURG, February 20.—Young trees to the number of 150,000 have been shipped by the Clarksburg Nursery Company to Oregon nurseries, where they will be distributed to Oregon orchardists. The shipment made up two carloads. The varieties were primarily apples and Myrobalan seedlings, the latter favored as stock on which to graft cultivated peaches. Clarksburg, as is indicated in this large shipment, has been coming to the front as a horticultural area.

#### NURSERY SHIPS 150,000 TREES

SF. COMMERCIAL, Feb. 16.—Shipment of two carloads of nursery stock by the Clarksburg Nursery Company to Oregon nurseries calls attention to the growing importance of this district as a horticultural area. These young trees, totaling something like 150,000, consisted chiefly of apples and Myrobalan seedlings, the latter much favored as stock on which to graft cultivated peaches.

#### Clarksburg Nursery Trees Sent to Oregon

CLARKSBURG, Feb. 17.—Young trees to the number of 150,000 have been shipped by the Clarksburg Nursery Company to Oregon nurseries, where they will be distributed to Oregon orchardists. The shipment made up two carloads. The varieties were principally apples and Myrobalan seedlings, the latter favored as stock on which to graft cultivated peaches. Clarksburg, as is indicated in this large shipment, has been coming to the front as a horticultural area. SF. COMMERCIAL

#### NURSERY STOCK SHIPPED

CLARKSBURG, Jan. 26.—Nursery stock aggregating a quarter of a million trees is being shipped to downriver farmers hereabouts by the Clarksburg Nursery Company, pears, peaches and cherries being the principal varieties. Gus Olson, Land Company, which subdivided 20,000 acres in this vicinity, points out that this is direct evidence of the rapid extension of orchard development in the Sacramento river garden and land district, which has come steadily to the front as a favored horticultural section. Dr. Frank Grull is setting out a 100-acre Bartlett pear orchard on his property adjoining Holland tract headquarters. SF. COMMERCIAL

#### New Trees Shipped SF. To Oregon Farmers

CLARKSBURG, Feb. 17.—Shipment of two carloads of nursery stock by the Clarksburg Nursery Company to Oregon nurseries calls attention to the growing importance of this district as a horticultural area. These young trees, totaling something like 150,000, consisted chiefly of apples and Myrobalan seedlings, the latter much favored as stock on which to graft cultivated peaches. Clarksburg, as is indicated in this large shipment, has been coming to the front as a horticultural area.

#### Sf. Commercial Ships Fruit News 1425 Trees to Oregon

CLARKSBURG, Feb. 16.—Young trees to the number of 150,000 have been shipped by the Clarksburg Nursery Co. to Oregon nurseries, where they will be distributed to Oregon orchardists. The shipment made up two carloads. The varieties were principally apples and Myrobalan seedlings, the latter favored as stock on which to graft cultivated peaches. Clarksburg, as is indicated in this large shipment, has been coming to the front as a horticultural area.

#### Nursery Trees Are 1425 Shipped to Oregon

CLARKSBURG, Feb. 17.—Shipment of two carloads of nursery stock by the Clarksburg Nursery Company to Oregon nurseries calls attention to the growing importance of this district as a horticultural area. These young trees, totaling something like 150,000, consisted chiefly of apples and Myrobalan seedlings, the latter much favored as stock on which to graft cultivated peaches.

#### HOLLAND LAND 1425 NURSERY STOCK

CLARKSBURG, February 24.—Shipment of two carloads of nursery stock by the Clarksburg Nursery Company to Oregon nurseries calls attention to the growing importance of this district as a horticultural area. These young trees, totaling something like 150,000, consisted chiefly of apples and Myrobalan seedlings, the latter much favored as stock on which to graft cultivated peaches.

#### NURSERY STOCK SHIPPED

CLARKSBURG, Feb. 16.—Shipment of two carloads of nursery stock by the Clarksburg Nursery Company to Oregon nurseries calls attention to the growing importance of this district as a horticultural area. These young trees, totaling something like 150,000, consisted chiefly of apples and Myrobalan seedlings, the latter much favored as stock on which to graft cultivated peaches. SF. COMMERCIAL



¶ Paper Circulates in Byron, Tracy, Bethany, Livermore, much of the Delta Country, and in Stockton

# BYRON TIME

17TH YEAR

BYRON, CONTRA COSTA COUNTY, CALIFORNIA, FRIDAY, JANUARY 5, 1923

## J. V. MENDENHALL ON REAL NEED OF CALIFORNIA

### More Farmers Is

City and Back Country Interdependence.  
One Cannot Grow Without  
the Other.

If "Greater California" Advertising  
Movement is to Succeed Must Be  
by "LAND APPEAL."

ONE OF THE MOST TIMELY article on the great movement that is now setting to attract Eastern people to Northern California was contributed by J. V. Mendenhall to the Oakland Tribune.

In this able array of facts, Mr. Mendenhall has presented the cry, "More Farmers!" He says: "Let this clarion call be broadcasted as the very KEYNOTE of the campaign."

Mr. Mendenhall is president of the great California Delta Farms, owners of some 40,000 acres of Delta lands in San Joaquin and Contra Costa counties, a great portion of which was recently sold in subdivisions on long time payments. He is also president of the Holland Land Company, which is doing remarkable development work in the Clarksburg district.

No man in the Delta is in better position to know the real needs of the Northern sections. And, in like measure, no man is better qualified to speak. When Mr. Mendenhall points out, as he does, the absolute need of city and back country interdependence as the real solution of the vexed question, the people have reason to listen to his words.

Probably no treatise on the subject of land development has so fully covered every point in issue as this splendidly presented article which the Oakland Tribune gave to the world a week ago Sunday. It should be reread in the press everywhere as the real keynote in the great campaign that is now calling national attention to Northern California. Mr. Mendenhall says, in part:

On the eve of the campaign to herald the resources of Greater California, it should be stressed that this movement will succeed in fullest measure if it has, as a fundamental premise, the recognition of the need for insuring an incoming host of substantial farmers.

As our back country is built up, the accelerated prosperity of our cities will inevitably follow. It is good to note the new zest and organized force that have been brought to bear in quickening the pace of California's onward march.

"More farmers!" Let this clarion call be broadcasted as the very keynote of the campaign. Their coming will multiply the value of our lands. Their capitalization of our climate, soil and water will mean the difference between \$15 or \$50 cattle land or \$75 grain land and \$800 alfalfa land or \$400 asparagus land or \$750 vineyard land, or \$1000 fruit land, or \$5000 citrus home land. The goal is immeasurably worth while.

We are passing from estates and renting to populous small-ownership communities; from ranges and trails to applied hydro-electric energy, inviting union schools, concrete highways, farm bureaus, milk condensaries, ice packing plants, refrigerator cars and canneries. Every time one motors out a California road, or into a farm town, evidences of this momentous change are seen.

Real progress will come faster when the average city inhabitant knows even more fully how dependent his welfare is on the success of the farmers in the back country.

## 1000 EXTRAS, BYRON TIMES

Kirkman Nurseries Ap-  
preciate Publicity  
Given.

COPIES of the BYRON  
TIMES of Dec. 8 is-  
sue, containing the  
great story, with 7-  
column illustrations,  
of the Kirkman Nur-  
series doing a at

## PRODUCTION OF LETTUCE

Delta and Uplands Suit-  
able—Cauliflower  
Next.

RAISING lettuce, rhu-  
barb and cauliflower  
in commercial quan-  
tities is no longer an  
experiment in these  
sections. Both on  
Delta and uplands

## MORE ABOUT WINDBREAKS

Congressman Curry Se-  
cures Additional  
Data.

EAR after year the  
problem of how to  
overcome the heavy  
winds that sweep  
over the West Side  
sections through the  
Livermore divide has

Lest the basic importance of agriculture be not fully grasped, just estimate for a moment the profits and earnings the urban population takes from the various kinds of farm land products as they are shipped, processed, stored, exported, wholesaled, retailed, financed and insured.

The makers of containers, the telephone and telegraph companies, warehouse owners, packing corporations, city office buildings, brokers, commission men and dealers, exporters, bankers, and even physicians and attorneys—each takes a toll as our farm products are gradually distributed into the hands of the consumer.

Stop the farmer production, and the tremendous investment in the city office skyscrapers, ornate bank buildings, miles of residences—all would become worthless, and the city man's prosperity would vanish.

This being true, how can the progress of the State, the prosperity of the city dwellers, be most effectually accelerated?

Can it be done by merely bringing people to California; by building up organizations to get more money out of the present

farm owners; or shall it be accomplished by concentrating every effort on securing more intelligent modern farmers for our big back country and by developing our unexcelled combination of water, soil and climate to a point of maximum production of high-value crops in place of the lower-valued grains which now cover vast stretches of our Upper California area.

Clearly the latter alternative should be the upmost purpose of advertising, promotion and development associations. We need more modern farmers who will bring each acre additional capital investment.

Not much more land is farmed today than was farmed ten years ago, but the crop value has increased five fold, and the improvement value two and one-half times.

This is a most significant statistical truth. It means that nuts, raisins, alfalfa and dairy products and fresh, canned and dried fruits and vegetables have replaced the cheaper grain and other farm outputs. It also means that the production of these high-value crops has required an additional capital investment on every acre of bare land of from \$25 to \$300 or \$400.

The farmers throughout the United States are learning that rural population has increased in the last ten years faster in California than in any other State.

Our crop values advanced at a rate greater than those of any State but one, and dropped least since the post-war deflation. In 1921 California's crop value per capita was \$110 more than any other State's.

In 1909 we ranked sixteenth as an agricultural State; in twelve years we have leaped to second place.

We do not depend upon any one crop. Our varied soil, water and climatic conditions make great diversity possible, and diversity means safety. This factor of safety will increase with more irrigated acres, with the heightened certainty of crops, and with population growth and greater local consumption.

We have room for 100,000 farmer families to invest and capitalize their knowledge, initiative and business management in our climate, soil and water. We need more and better trained farmers who can apply scientific, mechanical and financial knowledge, who can manage the capital investment necessary to produce more and higher-valued crops.

State aid will help to a certain extent, but, to a greater degree, and directly and speedily, the city dweller with capital to invest can aid to bring about the condition we all anticipate.

If each substantial city citizen would invest his surplus in a parcel of bare California farm land, contribute his business ability, his cultivated intelligence, his capacity to plan, and his progressive interest in better schools and roads, how much more quickly would our State progress.

Incidentally, he will control occupancy, keep out the more ignorant foreigners, and help effectually in offsetting the oriental invasion.

1429, 9-4 Depositions  
J. V. Mendenhall Here.

J. V. Mendenhall, president of the California Delta Farms and the Holland Land Co., was a visitor to Byron last week. He is optimistic regarding the future of the Delta, but is anxious that a bridge be built at Antioch, to open up the great Delta sections, where thousands of acres are awaiting subdivision, but nothing can be done along that line, until means of communication are opened. He will lead every day possible in furthering the various enterprises. Private capital will probably be given a chance to build the Antioch structure.

The city man's direct investment interest in the big back country is also needed to encourage county supervisors, boards of country school trustees, and other officials to preserve parking spaces, beautify school grounds, and shade our highways, to fill in weedy corners with shrubbery and greenery, to hide disagreeable spaces and soften sharp corners, and to cool the hot fields and protect the orchards and home yards with green windbreaks.

We need in every Greater California community an injection of the social refinements and advantages of the city, a little of the personal interest of the advanced, business and professional man, to offset the backwardness of the foreign element which now predominates in many localities of our big back country.

We need the best minds and the capital, more American intelligence and initiative, in our California farming neighborhoods. Assuredly the back country man needs the city man's help to make the best of our California hinterland as much as the city man needs the farmer's products for his own prosperity.

This higher stage of development is often held back because land purchasers under contracts are just able to meet payments, taxes and interest, and are not in a position to finance the planting of alfalfa, an asparagus field, a vineyard, or an orchard, much less to beautify their surroundings or add ordinary city comforts to their homes.

Indeed, it requires capital and personal management to bring about the more intensive improvement of our bare acres. These bare acres need small farm homes, with garages, graveled driveways and stout fences, with surface irrigation ditches, miscellaneous outhouses, home orchards, shade trees and ornamental shrubbery; they need power and telephone line extensions, flower gardens and hedges. This kind of environment, which the urban man of means can help to build, will develop the type of strong, healthy, substantial citizen we want in rural California.

And if our city dwellers will turn their minds and a part of their money to the development of our farm country, they will be benefited many ways, directly and indirectly.

Profit only need not be the urge. As a consumer, the city man will place himself in close touch with the producer. He will gain, at first hand, a knowledge of that ever-present and much debated question: "What happens between the producer and the consumer?"

He will learn the details of the great problem of marketing our specialized western products. He will establish a bond of sympathy with the men of the back country—the farmers—who place all their working capital in the annual farming venture.

He will learn the risks of weather changes, soil variations and price fluctuations, of seed germination and of recurring and new kinds of pests; yes, he will learn the real meaning, and become impressed with the importance of this business of producing, of creating that annual volume of wealth, which, as it passes on to the world's markets, is made to grow in value and to return a long chain of profits, shared either directly or indirectly, by every city dweller.

Moreover, the man of the city will find a new enjoyment in the pride of ownership; the pleasure of creating, the satisfaction of a diversified interest; he will acquire a new kind of health which is not promoted by the shadows of city skyscrapers, the vitiated air and dim lights of small rooms and the traffic and gasoline fumes of city streets.

Perhaps he may be preparing a haven of country beauty for his old age. Perhaps a young son who has not yet chosen his future activity may suddenly say, "Father, I want to be a farmer." Let father buy his California farm acreage NOW, and should that boy so decide, the way will have been prepared.

Inescapably, if we are to succeed in this Greater California advertising movement, we must not overlook this basic need—THE LAND APPEAL.

We can succeed, but we must not succeed by appealing for a population, at once of laborers and rich men, the extremes in the scale of wealth distribution.

We want intelligent farmers to produce the basis of wealth—the other elements of a population will follow per se. And we must have that additional capital investment on every bare acre.

We can make the Greater California advertising movement a success. We have not lost the "Spirit of the West" that blazed trails and swung long distance power lines, initiated co-operative marketing and rebuilt San Francisco. Dauntless, that spirit abides, potent to perform more wonderful feats.

Visible land improvement in every community, the present record-breaking building activities, the renewed interest in the purchase of small farm acreages DEFY THE PESSIMIST WHO WILL NOT SEE THE BEGINNING OF CALIFORNIA'S GREATEST PERIOD OF ADVANCEMENT.

## LAND SALES IN HOLLAND DISTRICT ARE INCREASING Independent Leader 3/7/23

Clarksburg, Feb. 23.—Sales of diversified farming land aggregating more than \$750,000 have been made in the Holland Land tract centering here, within the last few weeks. Other transactions are in process of consummation. T. W. Todd of Palo Alto purchased a tract of 25 acres, Tony Davis of this place bought 40 acres, R. E. Merwin of Sacramento selected a tract of 100 acres, and N. W. Lawlor and Erma C. Laylor of Clarksburg bought 50 acres.

## HOL CC 1423 2-23 Wood

CLARKSBURG, Feb. 23.—Sales of diversified farming land aggregating more than \$750,000 have been made in the Holland Land tract centering here, within the last few weeks. Other transactions are in process of consummation. T. W. Todd of Palo Alto purchased a tract of 25 acres, Tony Davis of this place bought 40 acres, R. E. Merwin of Sacramento selected a tract of 100 acres, and N. W. Lawlor and Erma C. Laylor of Clarksburg bought 50 acres.

The last by R. E. Merwin who took 100 acres. Clarksb. Tony Davis purchased twenty-five acres. Todd, at 25 acres. The sales

Farm  
Sales  
CLARKSBURG, Feb. 23.—Sales of diversified farming land aggregating more than \$750,000 have been made in the Holland Land tract centering here, within the last few weeks. Other transactions are in process of consummation. T. W. Todd of Palo Alto purchased a tract of 25 acres, Tony Davis of this place bought 40 acres, R. E. Merwin of Sacramento selected a tract of 100 acres, and N. W. Lawlor and Erma C. Laylor of Clarksburg bought 50 acres.

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# HOLLAND LAND CO. MAKES 4 SALES

CLARKSBURG, Feb. 24.—Four sales of diversified farming land were completed by the Holland Land Company, in its tract centering here within the last few weeks, and other deals are being consummated.

The largest acreage was bought by R. E. Merwin, of Sacramento, who took a parcel of 100 acres. N. U. Lawlor and Ernal C. Lawlor, of Clarksburg, bought fifty acres, and Tony Davis, also of this community, purchased forty acres. A parcel of twenty-five acres was sold to T. W. Todd of Palo Alto.

The aggregate consideration of these sales exceeded \$75,000.

## Farming Land Sales Are Active

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## Four New Holland Land Sales Told

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## CLARKSBURG LAND IS SOLD

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## \$75,000 Land Sale By Holland Company

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## Many Sales in Holland District

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# CLARKSBURG HAS BRIGHT FUTURE

CLARKSBURG, Feb. 9.—"It will only be a few years until the Clarksburg section will be recognized as one of the show places of the state and one of California's most generous producers of orchard products," declared H. M. Van Tassel, horticultural commissioner of Yolo county, after an inspection of the Holland Land district and a visit to the Clarksburg nursery.

Commissioner Van Tassel expressed the opinion that the enterprise of the farmers in establishing the nursery company and exercising extreme care in the selection of strong nursery stock would be reflected favorably throughout the Sacramento Valley.

## Values

### Heavy Activity Is Seen in Clarksburg

CLARKSBURG, Feb. 9.—Predicting that this section would become one of California's "most generous producers of orchard products," H. M. Van Tassel, horticultural commissioner of Yolo county, has completed an inspection of orchard development of the Holland Land tract and the activities of the Clarksburg Nursery Company. He commended the plan pursued to insure the selection of strong nursery stock, which he declared to be far in advance of the usual method. A few years hence, he added, Clarksburg will be regarded as one of the show places of the State.

## Clarksburg, Soon to Be Show Place of State

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## Fine Orchard Producing Section

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### Clarksburg a Fruit Center.

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## Clarksburg To Be County Show Place, Predicted

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## Clarksburg Future For Orchards Bright

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## MAKING HOLLAND LAND SHOW SPOT

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# C. MORSE SEED CO. PAYS \$311,000 FOR 1245 ACRE TRACT OF YOLO CO. LAND

By virtue of a deed filed yesterday with County Recorder Le R. Pierce, the C. C. Morse Company of Santa Clara, growers of garden and flower seed, purchased for \$311,000 from the Holland Land Company at Clarksburg, this county, 1245 acres of irrigated lands to be planted in seeds and flowers and shrubs. The deal is one of the largest in recent years. The records show no encumbrance on the land purchased.

The Morse Company has been for some years past growing its principal garden and flower seeds on this land, which, according to C. C. Morse, head of the company is ideal for seed cultivation. For some years back the Santa Clara Company have had land in this tract under lease, thoroughly trying it out before annexing any portion of it.

In connection with the filing of the deed yesterday, the company further signified its intention of going into business extensively in this county by filing articles of incorporation with County Clerk Harry R. Saunders, indicating its business. The capital stock paid in is \$300,000 and Santa Clara is the principal place of business.

The Yolo county land is believed by the company officials to be ideal for the production of its products. For the past few years the Santa Clara company has been experimenting on the Yolo county soil, and the purchase is made only after extensive investigation of the condition of land.

In connection with the filing of this deed yesterday, the company signified its intention of going into business in this county on a large scale, and filed articles of incorporation with County Clerk Harry Saunders, indicating its business, and naming the capital stock paid at \$200,000.

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## Yale-Harvard News

IS MILES FROM SACRAMENTO at Clarksburg are 20,000 acres of developed sediment land, on terms to suit an opportunity to acquire a profitable California farm-home.

HOLLAND LAND COMPANY  
San Francisco 381 California St.  
Sacramento: Capital National Bank Bldg.

January 1923

## COME TO CLARKSBURG

Fifteen miles from the capital, where you can grow practically almost what you choose—for instance: asparagus, beans, pears and alfalfa. Terms to suit.

HOLLAND LAND COMPANY,  
San Francisco 381 California St.  
Sacramento: Capital National Bank Bldg.

February 1923

—6 month contract completed—



### Get Back to the Soil

It pays to see the sediment lands in the Clarksburg farming community, 15 miles down river from Sacramento. Visit it at our expense.

**HOLLAND LAND CO.**  
351 California Street, San Francisco

SF Bulletin 1923-1-6  
" " " 3-10

### 10 Yearly Payments With 6% Interest

buy farm-house at Clarksburg, where you can grow high-value crops—pears, apricots, water-beds. Write or call for facts and figures.

**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-24  
" Call " " "  
" Chronicle " 3-3  
" " " 4-7  
" Examiner " 3-24  
" Journal " 3-24  
" " " 5-5

### LIVE OUT-OF-DOORS

In the garden land of San Francisco's great back country, select a parcel of your own at Clarksburg, where rich sediment soil produces \$100 to \$200 an acre crop. Free trip to prospect.

**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-10  
" " " 4-14  
" Call " 3-10  
" Chronicle " 3-23  
" Examiner " 3-17  
" Journal " 3-10  
" " " 4-14  
" " " 4-14

### Business Men-Farmers

who look forward to independence out of doors, are now developing their home farms at Clarksburg. See the district at our expense.

**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-31  
" Call " " "  
" Chronicle " 4-10  
" Examiner " 3-31  
" Journal " 3-31

### Another Nile Valley

Sacramento River sediment lands are famed for their big crops of sugarcane, peaches, home and meat-beds. See the prosperous Clarksburg community of farm-homes at our expense.

**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-17  
" Call " 3-24  
" Chronicle " 3-31  
" Examiner " 3-17  
" Journal " 3-17  
" Bulletin " 4-21

### GROW THINGS

on your own farm-house at Clarksburg, where rich sediment soil produces high-value crops. See this prosperous farming community at our expense.

**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-4-7  
" Call " " "  
" Chronicle " 3-17  
" Examiner " 4-21  
" Journal " 4-7



## A DOWN-RIVER HOLIDAY ON THE HOLLAND LAND TRACT

Come to Clarksburg as our guest  
Sunday, June 25, 1922  
You will return a better posted Californian

Count me in on your DOWN-RIVER HOLIDAY, Sunday,  
June 25. Send transportation for myself and.....

to my address .....

Signed.....

From San Francisco: Take Key Route ferry, 7:30 a. m.  
From Oakland: Take San Francisco-Sacramento train, 40th Street and Shafter Avenue, 7:50 a. m.

### CLARKS

CLARK  
Patterson  
of asparagus  
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Shipping  
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paragon is  
and those  
the growth  
in this season  
1000 acres  
Growers  
for asparagus  
canneries.

### Clark

CLARK  
Patterson  
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asparagus  
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paragon is  
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in this season  
1000 acres  
Growers  
for asparagus  
canneries.



# BYRON TIMES

BYRON, CONTRA COSTA COUNTY, CALIFORNIA, FRIDAY, FEBRUARY 2, 1923

## BRING THE FARMERS

Others Will Follow,  
Says J. V. Mendenhall.

**E**XPERIENCE and the necessary money are two essentials in almost any endeavor, but particularly so if you are anxious to follow agriculture. These points are strongly brought out by J. V. Mendenhall, president of the California Delta Farms and the Holland Land Company.

"Bring plenty of farmers," says this Delta authority, "with experience and necessary money, and all other classes will follow."

(Continued on Page Two)

## BRING THE FARMERS

(Continued from Page One.)

those who may not have seen the original.

Anything Mr. Mendenhall writes is worthy of being reproduced in every newspaper, for his is always a constructive force, working for the advancement of the Delta and the State. He has a happy faculty of saying the right thing. Paul Goldsmith writes of him:

"The article written by J. V. Mendenhall and reproduced in the Development Section of the Oakland Tribune recently, has attracted much attention throughout California because of its clear and commonsense exposition of the farm land conditions in this State.

And this is as it should be, because no one is better fitted to write upon farm land conditions in California than is Mr. Mendenhall, who ranks as one of the very successful land developers of the State.

Originally Mr. Mendenhall came from Berkeley, where he dabbled in politics to the extent of becoming City Clerk of that city. It might be thought that a training as City Clerk of Berkeley was not of the kind to make a man a successful country land developer, but, no matter what the training, Mr. Mendenhall has put on the market and sold at a profit to both the land owners and the purchasers great Delta tracts of the State.

When Mr. Mendenhall left Berkeley politics he became directly interested in the Holland land tract, located upon the west side of the Sacramento River just below the Capital City. This town or river holding of Clarksburg is on the Holland tract, so that this will suffice for a geographical location point.

The great central valleys of California and particularly the Delta region is dotted with tract failures.

It has not been because of the lack of value in the land, or because great sums have not been spent by many developers in putting their property in shape, but the general experience has been that when the time for selling arrived something had occurred to make this difficult if not impossible.

The Holland land tract was in just this condition. Originally titled as the Netherlands Land Company, it had gotten into "Realities" and it was the duty

of Mr. Mendenhall to put the property on its feet. In the reorganization Mr. Mendenhall changed the name slightly, and then went to work. The result of that work has been that out of a tract of 20,000 acres, less than 4000 acres remain unsold.

This success has had another result. The Delta Farms, Inc., in the Delta region just west of Stockton, has been turned over to Mr. Mendenhall, to reorganize and sell as he did the Holland land.

The essence of Mr. Mendenhall's plan of developing the back country, whether it be in the Delta or elsewhere, is expressed in this idea of his:

"Bring plenty of farmers with experience and money to California and all other classes of

population will come without advertising. We need symmetrical development, and not top-heavy city population."

That is certainly as clear a statement as it is possible to make and defines what Mr. Mendenhall is trying to do and why he has made a success of that try.

It is possible that through the efforts of such developers as Mr. Mendenhall, the one time city clerk of a college community, California may escape the congestion of population that afflicts some of the Eastern States.

And it may be that through such men as Mr. Mendenhall Oakland may have some part in the prosperity of the Delta back country.

## PROBLEMS OF FARMS HERE ARE DISCUSSED

J. V. Mendenhall Outlines Obstacles to Success of Land Settlers

In view of the amount of money and energy now being expended through The Californians, Inc., and other agencies to attract attention to the possibilities, agricultural and otherwise, of California, the following excerpts from a talk on "Land Settlement," made at the California Development Association's weekly luncheon at the Palace Hotel last week by J. V. Mendenhall, chairman of the board of California State Approved Land Settlement Association, should be of interest.

The talk dwelt largely upon the financial requirements of the land settler, pointed out the mistakes in future methods of financing, and urged certain changes in the land enterprise, with which Mendenhall has been associated since 1915, constitutes one of the most conspicuous examples of successful land development in the State his suggestions bore added weight.

### TIME HAS COME TO ACT

The time has come for effective rapid action to bring in the bone and sinew and brains that will combine and put into operation our ideal combination of soil, water and climate, Mendenhall told his hearers. More and more are large city populations, laboring and other classes, recognizing the importance of the farmer class.

Continuing Mendenhall said in part:

"The most important thing, first, is to advertise intelligently and effectively for farmers with experience and money and then follow up and actually sell them California lands."

"Second, we must remove the conditions which have been shaken by agencies which have misrepresented true conditions, many cases of which you are all familiar with. We must meet the true conditions in California."

"Most farmers in other sections of the world are one-crop farmers. They are unfamiliar with the great variety of conditions in California, and the specialized information and high value crops. They must be educated to know the amount of money and business management required to be a successful farmer in California. They must be told of our highly developed methods of marketing."

### DISCUSSES FINANCING

"Again, we must evolve a method of financing them through the early period of development by expert advice and supervision."

"Many large land tracts are suffering financial difficulties. Many of these are the result of irrigation and reclamation districts, which are later financially distressed."

"There are a number of reasons for this. In the first place, bond houses and bankers have in some instances forced these borrowers to accept short-term serial bond issues, which does not give time enough to get over the first difficulties and set his farm on to a paying basis. When the maturities arrive too soon, forced liquidation and financial loss may result to the injury of both investors and settlers."

"It has been my experience that the average city investor always wants to know 'How much is your company making?' Will it increase the dividends this year?"

"It is but natural. But a fuller knowledge of the cost and the length of time it requires to properly develop and sell out and liquidate and build the contented farm community, which we dream about, would lead the investor to inquire 'How safe is the project?' How much more is the land, or the stock representing it, worth this year than it was last year?"

## DEVELOPMENT COMES FIRST

"It is my opinion that developing the equity for the first few years will, in the end, pay out the project faster than a policy of operating on purely a profit and loss basis. Because of what might be called the 'overdevelopment' or 'overdevelopment' ahead of the times in connection with the very large area of our California lands, which now are farmed 'pay out' under the present financial arrangements, it is very necessary that we bend every effort to get experienced farmers with money who can develop the land to a point where it will pay out with a higher revenue."

"The very safety of hundreds of millions of dollars invested in our great projects depends upon the success of concentrated efforts to bring this class of farmers to California. Tourists, laborers, manu-

facturers, importers, exporters, middlemen, attorneys and physicians will never build California along the lines that will mean the greatest possible benefit to all classes."

### INTEREST CHARGES HEAVY

"Some large enterprises have been and are being eaten up by interest. The success profit tax prevented the sale of many properties because of the fear of the payment of a huge tax."

"The difficulty here is that the sale of a large property which has been in the development stage for many years means that all of the profit is realized in one or a few years. The profit is not amortized. The war also showed up the necessity of many large land holdings. Subsequently deflation and low agricultural prices have further hindered subdivision and settlement."

Mendenhall cited the enactment of the farm loan act creating the Federal Farm Loan banks and pointing out the establishment of joint stock land banks and other similar developments as evidencing progress toward relief of the farmers' financial position. He predicted further progress in this direction, also in the improvement and development of transportation in as much as the farmer was compelled to foot the bill, and his prosperity was in small measure dependent on the element of distribution.

## CLARKSBURG SHIPS 'GRASS

CLARKSBURG, March 2.—Cave & Patterson have shipped two boxes of asparagus to the Los Angeles market, the first lot of the season from this Sacramento river point. Shipping of this Holland brand 'grass' will extend probably up to July. There are 1000 acres of asparagus in the Clarksburg district, and those who have been following the growing popularity of the crop in this section predict that another 1000 acres will be set out this year. Growers are offered 7 to 7½ cents for asparagus this season, by the canneries. S.F. Chronicle

## Clarkships First Asparagus

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## Asparagus Shipments From Holland Land Co.

CLARKSBURG, March 2.—Asparagus shipments have begun from this Sacramento River point, the first two boxes of Holland brand 'grass' going to the Los Angeles market. Cave & Patterson were the shippers.

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**Get Back to the Soil**  
 14 acres on the sediment lands in the  
 Clarksburg farming community, 18 miles  
 down river from Sacramento. Visit it at  
 our expense.  
**HOLLAND LAND CO.**  
 351 California Street, San Francisco

SF Chronicle 1923-1-6  
 " " " 2-10

**10 Yearly Payments  
 With 6% Interest**  
 buys farmlands at Clarksburg, where  
 you can grow high-value crops—pears,  
 apricots, sugar beets. Write or call  
 for facts and figures.  
**HOLLAND LAND CO.**  
 351 California St., San Francisco

SF Bulletin 1923-2-24  
 " Call " " "  
 " Chronicle " 3-3  
 " " " 4-7  
 " Examiner " 3-24  
 " Journal " 3-24  
 " " 5-5

**LIVE OUT-OF-DOORS**  
 in the garden land of San Francisco's  
 great back country. Select a parcel of  
 your own at Clarksburg, where rich soil  
 and sunshine will grow an acre  
 crop. Free trip to properties.  
**HOLLAND LAND CO.**  
 351 California St., San Francisco

SF Bulletin 1923-3-10  
 " " " 4-14  
 " Call " 3-10  
 " " " 2-21  
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**Business Men-Farmers**  
 who look forward to independence out  
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 farms at Clarksburg. See the district  
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SF Bulletin 1923-3-24  
 " Call " " "  
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 " " " 4-14  
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**Another Nile Valley**  
 Sacramento River bottom lands are famed  
 for their big crops of alfalfa, peaches, beans  
 and sugar beets. See the prosperous Clarks-  
 burg community of farm-homes at our ex-  
 pense.  
**HOLLAND LAND CO.**  
 351 California St., San Francisco

SF Bulletin 1923-3-17  
 " Call " " "  
 " Chronicle " 2-24  
 " " " 3-31  
 " Examiner " 3-17  
 " " " 4-24  
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 where rich sediment soil produces high  
 value crops. See the prosperous farm-  
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**HOLLAND LAND CO.**  
 351 California St., San Francisco

SF Bulletin 1923-4-7  
 " Call " " "  
 " Chronicle " 3-17  
 " " " 4-21  
 " Examiner " 4-7  
 " Journal " 4-7

## GUESTS

From San Francisco:

Take Key Route ferry, 7:20 a. m.

From Oakland:

Take San Francisco-Sacramento Railroad train, 40th  
 Street and Shafter Avenue, 7:50 a. m.

From Sacramento and nearby points:

Assemble at Lisbon station, San Francisco-Sacramento  
 Railroad, 10:15 a. m.—or go direct to the company  
 headquarters near Clarksburg.

You will get back home by evening.

For further details please communicate with  
 any of the Company's offices:

## HOLLAND LAND COMPANY

SAN FRANCISCO  
 BALFOUR BUILDING, 351 CALIFORNIA STREET  
 Telephone Sutter 2303

SACRAMENTO  
 Capital National Bank Building  
 Seventh and J Streets  
 Telephone Main 183

CLARKSBURG  
 The Town on the  
 Property  
 Telephone Courtland 212

## A Few Glorious Hours in the Heart of California

A GLANCE BACK—A GLIMPSE AHEAD

It would not be quite accurate to call it an "open house"  
 affair out in the great outdoors, but that will best express,  
 perhaps, the spirit of the day. The Holland Land Com-  
 pany, which has developed 20,000 acres on the west side  
 of the Sacramento River in Yolo and Solano Counties, is  
 taking the privilege of playing host to those interested in  
 seeing what has been wrought in five years. It is to be a  
 holiday indeed, but one from which you can gain worth-  
 while information and inspiration—a quickened appre-  
 ciation of California's agricultural resources.

## By Way of Program

1. A swing through the district.
2. A picnic lunch for outdoor appetites at the Grove.
3. A few five-minute talks:

HON. LUCIEN SHAW, Chief Justice of the Supreme Court, State  
 of California;

PROFESSOR CLAUDE B. HUTCHISON, Director of the branch of the  
 College of Agriculture, Davis;

JUDGE C. E. McLAUGHLIN, of Sacramento;

E. A. GAMMON, Director Fruit and Agricultural Bureau, Sacra-  
 mento Chamber of Commerce;

E. H. ARCHER, President Yolo County Board of Trade.

Count me in on your DOWN-RIVER HOLIDAY, Sunday,  
 June 25. Send transportation for myself and.....

to my address .....

Signed.....

From San Francisco: Take Key Route ferry, 7:20 a. m.;  
 From Oakland: Take San Francisco-Sacramento train, 40th Street and Shafter Avenue, 7:50 a. m.



"Bring Farmers First, Others Will Follow," Says J. V. Mendenhall---More About

# BYRON TIMES

BYRON, CONTRA COSTA COUNTY, CALIFORNIA, FRIDAY, FEBRUARY 2, 1923

## BRING THE FARMERS

Others Will Follow,  
Says J. V. Mendenhall.

**E**XPERIENCE and the necessary money are two essentials in almost any endeavor, but particularly so if you are anxious to follow agriculture. These points are strongly brought out by J. V. Mendenhall, president of the California Delta Farms and the Holland Land Company.

"Bring plenty of farmers," says this Delta authority, "with experience and necessary money, and all other classes will follow."

Paul Goldsmith, special development writer on the Oakland Tribune, contributed the following article to that enterprising and boosting newspaper, and it is reproduced here for the benefit of

(Continued on Page Two)

## BRING THE FARMERS

(Continued from Page One.)

those who may not have seen the original.

Anything Mr. Mendenhall writes is worthy of being reproduced in every newspaper, for his is always a constructive force, working for the advancement of the Delta and the State. He has a happy faculty of saying the right thing. Paul Goldsmith writes of him:

"The article written by J. V. Mendenhall and reproduced in the Development Section of the Oakland Tribune recently, has attracted much attention throughout California because of its clear and commonsense exposition of the farm land conditions in this State.

And this is as it should be, because no one is better fitted to write upon farm land conditions in California than is Mr. Mendenhall, who ranks as one of the very successful land developers of the State.

Originally Mr. Mendenhall came from Berkeley, where he dabbled in politics to the extent of becoming City Clerk of that city. It might be thought that a training as City Clerk of Berkeley was not of the kind to make a man a successful country land developer, but, no matter what the training, Mr. Mendenhall has put on the market and sold at a profit to both the land owners and the purchasers great Delta tracts of the State.

When Mr. Mendenhall left Berkeley politics he became directly interested in the Holland land tract, located upon the west side of the Sacramento River just below the Capital City. The town or river landing of Clarksburg is on the Holland tract, so that this will suffice for a geographical location.

The great central valleys of California and particularly the Delta region is dotted with tract failures.

It has not been because of the lack of value in the land, or because great sums have not been spent by many developers in putting their property in shape, but the general experience has been that when the time for selling arrived something had occurred to make this difficult if not impossible.

The Holland land tract was in just this condition. Originally started as the Netherlands Land Company, it had gotten into "financial difficulties" and it was the duty

of Mr. Mendenhall to put the property on its feet. In the reorganization Mr. Mendenhall changed the name slightly, and then went to work. The result of that work has been that out of a tract of 20,000 acres, less than 4000 acres remain unsold.

This success has had another result. The Delta Farms, Inc., in the Delta region just west of Stockton, has been turned over to Mr. Mendenhall, to reorganize and sell as he did the Holland land.

The essence of Mr. Mendenhall's plan of developing the back country, whether it be in the Delta or elsewhere, is expressed in this idea of his:

"Bring plenty of farmers with experience and money to California and all other classes of

population will come without advertising. We need symmetrical development and not top-heavy city population."

That is certainly as clear a statement as it is possible to make and defines what Mr. Mendenhall is trying to do and why he has made a success of that try.

It is possible that through the efforts of such developers as Mr. Mendenhall, the one time city clerk of a college community, California may escape the congestion of population that afflicts some of the Eastern States.

And it may be that through such men as Mr. Mendenhall Oakland may have some part in the prosperity of the Delta back country.

## Up to PROBLEMS OF FARMERS HERE ARE DISCUSSED

J. V. Mendenhall Outlines  
Obstacles to Success of  
Land Settlers

In view of the amount of money and energy now being expended through The Californians, Inc., and other agencies to attract attention to the possibilities, agricultural and otherwise, of California, the following excerpts from a talk on "Land Settlement," made at the California Development Association's weekly luncheon at the Palace Hotel last week by J. V. Mendenhall, chairman of the board of the California State Approved Land Settlement Association, should be of interest.

The talk dwelt largely upon the financial requirements of the land settler, pointed out the mistakes of the past, and urged certain changes in future methods of financing. Inasmuch as the land settler, associated since 1915, constitutes one of the most conspicuous examples of successful land development in the State his suggestions bore added weight.

### TIME HAS COME TO ACT

The time has come for effective rapid action to bring in the bone and shrew and brains that will combine and put into operation our ideal combination of soil, water and climate, Mendenhall told his hearers. More and more are large city populations, laboring and other of the farmer class.

Continuing Mendenhall said in part:

"The most important thing, first, is to advertise intelligently and effectively for farmers with experience and money and then follow up and actually sell them California lands.

"Second, we must renew the confidence which has been shaken by agencies which have misrepresented true conditions, many cases of which have come to our attention. We must tell them the true conditions in California.

"Most farmers in other sections of the world are one-crop farmers. They are unfamiliar with the great variety of conditions in California, and the specialized information and experience necessary to grow our high value crops. They must be educated to know the amount of money and business management required to be a successful farmer in California. They must be told of our highly developed methods of marketing.

### DISCUSSES FINANCING

"Again, we must evolve a method of financing them through the early period of development by expert advice and education.

"Many large land tracts are suffering financial difficulties. Many large tracts, including some irrigation and reclamation districts, will sooner or later be financially distressed.

"There are a number of reasons for this. In the first place, bond houses and bankers have in some instances forced these borrowers to accept short-term serial bond issues, which does not give time enough to carry out the planned development, to grow orchards, to allow a buyer to get over the first difficulties and to get his farm on to a paying basis.

"When the maturities arrive too soon, forced liquidation and financial loss may result, to the injury of both investors and settlers.

"It has been my experience that the average city investor always wants to know: How much is your this division this year?

"It is but natural. But a fuller knowledge of the cost and the length of time it requires to properly develop and sell out and liquidate and build the contented farm community, which we dream about, would change their inquiries to: How much is the project? How much more is it worth this year than it was last year?

### DEVELOPMENT COMES FIRST

"It is my opinion that developing the equity for the first few years will, in the end, pay out the project faster than a policy of operating on purely a profit and loss basis. The cause of what might be called the 'over-development' or development ahead of the times in connection with a very large area of our California lands, which now are farmed to small profit crops, which cannot pay out under the present financial arrangements, it is very necessary that we bend every effort to get experienced farmers with money where it will pay out with a higher revenue.

"The very safety of hundreds of millions of dollars invested in our great projects depends upon the success of concentrated efforts to bring this class of farmers to California. Tourists, laborers, manu-

facturers, importers, exporters, mid-dlemen, attorneys and physicians will never build California along the lines that will mean the greatest possible benefit to all classes.

### INTEREST CHANGES HEAVY

"Some large enterprises have been and are being eaten up by interest. The excess profit tax prevented the sale of many properties because of the fear of the payment of a huge tax.

"The difficulty here is that the sale of a large property which has been in the development stage for many years means that all of the profit is realized in one or a few years. The profit is not amortized. The war also slowed up liquidation of many large land holdings. Subsequently deflation and low agricultural prices have further hindered subdivision and settlement."

Mendenhall cited the enactment of the farm loan act, creating the Federal Farm Loan banks and permitting the establishment of joint stock land banks and other similar developments as ordaining progress toward relief of the farmers' financial position. He predicted further progress in this direction; also in the improvement and development of transportation in as much as the farmer was compelled to foot half the Nation's transportation bill, and his property was in no small measure dependent on the element of distribution.

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 It pays to the sediment lands in the  
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SF Chronicle 1923-1-6  
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SF Bulletin 1923-3-24  
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SF Bulletin 1923-4-7  
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Signed.....

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CLARKSBURG, March 2.—Cave & Patterson have shipped two boxes of asparagus to the Los Angeles market, the first lot of the season from this Sacramento river point. Shipping of this Holland brand 'grass' will extend probably up to July.

There are 1000 acres of asparagus in the Clarksburg district, and those who have been following the growing popularity of the crop in this section predict that another 1000 acres will be set out this year. Growers are offered 7 to 7½ cents for asparagus this season by the canneries.



## Have You An Investment-Recreation Hobby?

### Have You Quizzed Yourself?

Most of us will not stop and plan the future—measure up our status from every angle. What is the condition of my health as compared with ten years ago? and my ability to earn—and to save? What will it be ten years from now? For years I have watched choice building sites, the protected apple orchard, the nearby farm and orchard land subdivided—double in price. How many opportunities have I let slip? Should I prepare for a farm home estate before it's too late, before I must pay a premium to the other fellow for his foresight?

An excursion has been planned to acquaint you with an idea: the opportunity to find profit and pleasure outside your professional or business activity. It will cost you nothing but a pleasant day's outing to exploit the possibility of turning a part of your time and money to this line of endeavor. If it does not appeal to you, we will not annoy you with any "follow-up" procedure, but be content if we have but given you some insight into a portion of Upper California's great outdoor area, now largely an expansive, unpeopled estate only a few miles away from large cities, awaiting individual capital and direct personal supervision and constructive ability.

It's a big man's play to take a bare acreage and plan and arrange an ideal set of farm and home buildings, select a choice home orchard, lay out the crop plots, learn how they grow, gravel an approach road, fence in the acreage, watch the shade trees grow. You will find exhilaration in creating something real for your own later life, for your children, or for some new settler who will pay a premium for the results of your efforts and expenditure and foresight.

Let us show you what you can do with a Bartlett pear orchard, asparagus, alfalfa and other high value crops. Ring up Sutter 2303, or call on us in the Balfour Building, and make your reservation for June 25.

**A New Zest in Living**  
What greater weekend pleasure can there be than to go to the ranch, and enjoy peace, fresh vegetables and fruit, get the new self, note the growth of trees and shrubbery, learn firsthand the secrets of soil, plants, trees and animal life—use a whole horizon expands. The application of power equipment, the scientific selection of trees, the relation of production and distribution of food-stuffs, the significance of co-operative marketing—scores of new interests will develop, present-day problems will tend to clarify, and a keener comprehension of the trend of the time will result.

## Crops Grown in the Clarksburg Country

Alfalfa	Onions
Asparagus	Peaches
Beans	Pears
Celery	Peas
Cherries	Plums
Corn	Potatoes
Garden Truck	Prunes
Grain	Seed to sell
Grapes	Spinach
Hops	Sugar Beets

The Day of Diversified Farming  
has arrived in Clarksburg

**Get Back to the Soil**  
It pays—in the adjacent lands in the Clarksburg farming community, 18 miles down river from Sacramento. Visit it at our expense.  
**HOLLAND LAND CO.**  
351 California Street, San Francisco

SF Chronicle 1923-1-6  
" " " 2-10

**LIVE OUT-OF-DOORS**  
In the garden land of San Francisco's great back country. Select a parcel of your own at Clarksburg, where rich moist soil produces \$100 to \$200 an acre crops. Free trip to properties.  
**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-10  
" " " 4-14  
" Call " 5-10  
" Chronicle " 4-3  
" Examiner " 3-24  
" Journal " 3-10  
" " " 4-14

**Another Nile Valley**  
Sacramento River bottom lands are famed for their big crops of asparagus, peaches, beans and other fruits. See the productive Clarksburg community of farm-homes at our expense.  
**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-17  
" Call " 4-21  
" Chronicle " 3-24  
" Examiner " 3-17  
" Journal " 4-24  
" Bulletin " 4-21

**10 Yearly Payments With 6% Interest**  
Own farm-homes at Clarksburg, where you can grow high-value crops—peaches, asparagus, sugar beets. Write or call for facts and figures.  
**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-24  
" Call " " "  
" Chronicle " 3-3  
" Examiner " 4-7  
" Journal " 3-24  
" " " 5-5

**Business Men-Farmers**  
who look forward to independence out of doors, can now develop state home-farms at Clarksburg. See the district at our expense.  
**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-3-24  
" Call " " "  
" Chronicle " 4-10  
" Examiner " 3-31  
" Journal " 3-31

**GROW THINGS**  
See them grow from home at Clarksburg, where rich bottom soil produces high-value crops. See this productive farm community at our expense.  
**HOLLAND LAND CO.**  
351 California St., San Francisco

SF Bulletin 1923-4-7  
" Call " " "  
" Chronicle " 3-17  
" Examiner " 4-21  
" Journal " 4-7

Count me in on your DOWN-RIVER HOLIDAY, Sunday,  
June 25. Send transportation for myself and.....

to my address .....

Signed.....

From San Francisco: Take Key Route ferry, 7:30 a. m.

From Oakland: Take San Francisco-Sacramento train, 40th Street and Shafter Avenue, 7:50 a. m.



# BYRON TIMES

BYRON, CONTRA COSTA COUNTY, CALIFORNIA, FRIDAY, FEBRUARY 2, 1923

## BRING THE FARMERS

Others Will Follow,  
Says J. V. Mendenhall.

**E**XPERIENCE and the necessary money are two essentials in almost any endeavor, but particularly so if you are anxious to follow agriculture. These points are strongly brought out by J. V. Mendenhall, president of the California Delta Farms and the Holland Land Company.

"Bring plenty of farmers," says this Delta authority, "with experience and necessary money, and all other classes will follow."

(Continued on Page Two)

## BRING THE FARMERS

(Continued from Page One.)

those who may not have seen the original.

Anything Mr. Mendenhall writes is worthy of being reproduced in every newspaper, for his is always a constructive force, working for the advancement of the Delta and the State. He has a happy faculty of saying the right thing. Paul Goldsmith writes of him:

"The article written by J. V. Mendenhall and reproduced in the Development Section of the Oakland Tribune recently, has attracted much attention throughout California because of its clear and commonsense exposition of the farm land conditions in this State.

And this is as it should be, because no one is better fitted to write upon farm land conditions in California than is Mr. Mendenhall, who ranks as one of the very successful land developers of the State.

Originally Mr. Mendenhall came from Berkeley, where he dabbled in politics to the extent of becoming City Clerk of that city. It might be thought that a training as City Clerk of Berkeley was not of the kind to make a man a successful country land developer, but, no matter what the training, Mr. Mendenhall has put on the market and sold at a profit to both the land owners and the purchasers great Delta tracts of the State.

When Mr. Mendenhall left Berkeley politics he became directly interested in the Holland land tract, located upon the west side of the Sacramento River just below the Capital City. The town or river landing of Clarksburg is on the Holland tract, so that this will suffice for a geographical location.

The great central valleys of California and particularly the Delta region is dotted with tract failures.

It has not been because of the lack of value in the land, or because great sums have not been spent by many developers in putting their property in shape, but the general experience has been that when the time for selling arrived something had occurred to make this difficult if not impossible.

The Holland land tract was in just this condition. Originally started as the Netherlands Land Company, it had gotten into "financial difficulties" and it was the duty

of Mr. Mendenhall to put the property on its feet. In the reorganization Mr. Mendenhall changed the name slightly, and then went to work. The result of that work has been that out of a tract of 20,000 acres, less than 4000 acres remain unsold.

This success has had another result. The Delta Farms, Inc., in the Delta region just west of Stockton, has been turned over to Mr. Mendenhall, to reorganize and sell as he did the Holland land.

The essence of Mr. Mendenhall's plan of developing the back country, whether it be in the Delta or elsewhere, is expressed in this idea of his:

"Bring plenty of farmers with experience and money to California and all other classes of

population will come without advertising. We need symmetrical development and not top-heavy city population."

That is certainly as clear a statement as it is possible to make and defines what Mr. Mendenhall is trying to do and why he has made a success of that try.

It is possible that through the efforts of such developers as Mr. Mendenhall, the one time city clerk of a college community, California may escape the congestion of population that afflicts some of the Eastern States.

And it may be that through such men as Mr. Mendenhall Oakland may have some part in the prosperity of the Delta back country.

## Up to PROBLEMS OF FARMERS HERE ARE DISCUSSED

J. V. Mendenhall Outlines  
Obstacles to Success of  
Land Settlers

In view of the amount of money and energy now being expended through The Californians, Inc., and other agencies to attract attention to the possibilities, agricultural and otherwise, of California, the following excerpts from a talk on "Land Settlement," made at the California Development Association's weekly luncheon at the Palace Hotel last week by J. V. Mendenhall, chairman of the board of the California State Approved Land Settlement Association, should be of interest.

The talk dwelt largely upon the financial requirements of the land settler, pointed out the mistakes of the past, and urged certain changes in future methods of financing. Inasmuch as the land enterprise, associated since 1915, constitutes one of the most conspicuous examples of successful land development in the State his suggestions bore added weight.

### TIME HAS COME TO ACT

The time has come for effective rapid action to bring in the bone and shrew and brains that will combine and put into operation our ideal combination of soil, water and climate, Mendenhall told his hearers. More and more are large city populations, laboring and other of the farmer class.

Continuing Mendenhall said in part:

"The most important thing, first, is to advertise intelligently and effectively for farmers with experience and money and then follow up and actually sell them California lands.

"Second, we must renew the confidence which has been shaken by agencies which have misrepresented true conditions, many cases of which I will furnish with. We must tell them the true conditions in California.

"Most farmers in other sections of the world are one-crop farmers. They are unfamiliar with the great variety of conditions in California, and the specialized information and experience necessary to grow our high value crops. They must be educated to know the amount of money and business management required to be a successful farmer in California. They must be told of our highly developed methods of marketing.

### DISCUSSES FINANCING

"Again, we must evolve a method of financing them through the early period of development by expert advice and education.

"Many large land tracts are suffering financial difficulties. Many large tracts, including some irrigation and reclamation districts, will sooner or later be financially distressed.

"There are a number of reasons for this. In the first place, bond houses and bankers have in some instances forced these borrowers to accept short-term serial bond issues, which does not give time enough to carry out the planned development, to grow orchards, to allow a buyer to get over the first difficulties and to get this farm on to a paying basis.

"When the maturities arrive too soon, forced liquidation and financial loss may result, to the injury of both investors and settlers.

"It has been my experience that the average city investor always wants to know: How much is your this division this year?

"It is but natural. But a fuller knowledge of the cost and the length of time it requires to properly develop and sell out to the community, which we dream about, would change their inquiries to: How much is the project? How much more is it worth this year than it was last year?

### DEVELOPMENT COMES FIRST

"It is my opinion that developing the equity for the first few years will, in the end, pay out the project faster than a policy of operating on purely a profit and loss basis. Reimbursement or development 'over-development' or development ahead of the times in connection with a very large area of our California lands, which now are farmed to small profit crops, which cannot pay out under the present financial arrangements, it is very necessary that we bend every effort to get experienced farmers with money where it will pay out with a higher revenue.

"The very safety of hundreds of millions of dollars invested in our great projects depends upon the success of concentrated efforts to bring this class of farmers to California. Tourists, laborers, manu-

facturers, importers, exporters, mid-dlemen, attorneys and physicians will never build California along the lines that will mean the greatest possible benefit to all classes.

### INTEREST CHANGES HELDY

"Some large enterprises have been and are being eaten up by interest. The excess profit tax prevented the sale of many properties because of the fear of the payment of a huge tax.

"The difficulty here is that the sale of a large property which has been in the development stage for many years means that all of the profit is realized in one or a few years. The profit is not amortized. The war also slowed up liquidation of many large land holdings. Subsequently deflation and low agricultural prices have further hindered subdivision and settlement."

Mendenhall cited the enactment of the farm loan act, creating the Federal Farm Loan banks and permitting the establishment of joint stock land banks and other similar developments as ordaining progress toward relief of the farmers' financial position. He predicted further progress in this direction; also in the improvement and development of transportation in as much as the farmer was compelled to foot half the Nation's transportation bill, and his property was in no small measure dependent on the element of distribution.

### CLARKSBURG SHIPS 'GRASS'

CLARKSBURG, March 2.—Cave & Patterson have shipped two boxes of asparagus to the Los Angeles market, the first lot of the season from this Sacramento river point. Shipping of this Holland brand grass will extend probably up to July. There are 1000 acres of asparagus in the Clarksburg district, and those who have been following the growing popularity of the crop in this section predict that another 1000 acres will be set out this year. Growers are offered 7 to 7½ cents for asparagus this season, by the canneries. *S.F. Chronicle* 1923. 3-3

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### Asparagus Shipments From Holland Land Co. Have Begun

CLARKSBURG, March 2.—Asparagus shipments have begun from this Sacramento River point, the first two boxes of Holland brand 'grass' going to the Los Angeles market. Cave and Patterson were the shippers. There are about 1000 acres of asparagus in the Clarksburg district and as a result of the lively interest evinced in this crop, it is estimated that possibly as much more land will be planted to asparagus this year. Canners are now offering 7c to 7½c for asparagus at the canneries. *S.F. Chronicle* 1923. 3-3

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## A NEW BEET DISTRICT

## Sacramento River Lands in California

## Produce Rich Yields

By J. V. Mendenhall

Within a short distance of California's capital city, Sacramento, in the district fronting the west bank of the Sacramento river, a new area of sugar beet culture has been rapidly coming to the front within the next few years. Favored by an unusually fortunate combination of factors, the possibilities of this district have aroused the enthusiasm of beet agriculturists, the superintendent of one of the big California sugar companies asserting that it promises to become one of the finest beet growing districts anywhere known to exist.

While advantages of soil, climate and water supply are all available to the industry here, first place in the category should perhaps be given to the advantage conferred by the district's location along the river, insuring as it does an unlimited supply of irrigation water. An extensive system of ditches, reaching every parcel of land, provides sub-irrigation by far the greater part of the area, and in the few sections where surface irrigation may be necessary or desirable, it is accomplished by low-head pumping.

## Soil Conditions Excellent

The rich sedimentary land that is found all over the district, covering some 50,000 acres in the immediately contiguous territory, has two desirable assets with respect to adaptability for growing sugar beets. Its physical condition is such that it is capable of holding moisture, while at the same time it is well drained.

The sedimentary deposit in the district is high in humus. Through uncounted years the river has deposited its sediment on these lands, and during the intervening periods the tides grew and decayed. This decomposed vegetation is basic in the fertility of these lands. The entire district that forms the deltas of the Sacramento and San Joaquin rivers, draining the great interior valley of California, has this characteristic and has gained a name for productivity that rivals that of the valleys of the Nile and the Po.

Still a third outstanding asset, which is truly the capitalization of the natural advantages of rich soil and availability of water, is the control of sub-irrigation through the elaborate system of ditches served by pumping plants, which make it possible to raise or lower the water level with an accuracy gauged in tenths of feet. This absolute control of the soil moisture has found high favor with those who are seeking to extend the acreage of sugar beets, insuring, as it does, maximum results with little effort and cost.

## Climate Virtually Ideal

What are described as "almost ideal" climatic conditions are regarded as accounting for the exceptionally good quality of the beets grown in the district, not forgetting, of course, soil and moist-

ure conditions already sketched. During the growing period the days are warm—the high temperatures of interior California being recorded, moderated somewhat by the bay breezes that find an inlet through the Carquinez straits. It is characteristic of the climate of the region that cool late afternoons and nights follow the warm days—a highly desirable condition.

The pioneer development of the district was begun five or six years ago as preparation was made for the subdivision of the lands, and sugar beets have been growing in the district for the last three years, with results each year more encouraging from the standpoint of financial return to the grower. Heavy tonnage and high sugar content have produced revenues of better than \$10 per ton, the net return being augmented by the fact that costs of raising beets in the district are declared by those in position to know to be the lowest in the state. Land owner and tenant farmer alike are consequently realizing more and more the value of the sugar beet crop. Moreover, as a rotation crop, the sugar beet has established its beneficial influence on succeeding crops of grain and beans, as expressed in increased yields.

## What the Figures Show

Here follow some actual yield figures representative of the 1922 crop returns in the district:

Acreage	Tons per acre	Sugar percentage
57	27	18
115	20	19
100	19	19
15	15	18
80	15	20
90	14	21
8	13	20

Net returns on an average have run \$100 per acre to the man farming for himself, and to the landlord from \$35 to \$50 per acre rental, these being actual figures furnished by growers.

The Holland Land Company, which has subdivided 30,000 acres in the Clarksburg district, the center of the larger area, has compiled some estimates of the cost of raising sugar beets in the district. Where the work was done under hire, the cost figured \$22 an acre on an actual fifteen-ton yield. This was made up as follows: seed, beet hoeing, thinning and cultivating up to harvest time, \$19; topping, at \$1 a ton, \$15; hauling, at \$1.50 a ton, \$25; plowing out, \$3. The net profit on the basis of \$10 a ton, or \$150, was \$88 an acre.

On another field the estimates were, per acre: to lay by, \$12; topping, \$15; hauling, \$20; plowing out, \$2; total, \$49 on a twenty-ton yield. On the same basis of return as the preceding example, the net profit was \$151 an acre.

The foregoing are some random figures on the sugar beet growing situation as it is developed today in the productive area southwest of Sacramento. It should be further noted, however, that this district is being built up as a diversified farming community of prosperous farm home estates, with the full measure of advantages of present-day rural life.

## ACREAGE IN HOLLAND DISTRICT

Clarksburg, Cal., March 9.—Four thousand acres, more than eight times the acreage in 1922, are planted to sugar beets in the Holland Land district of California this season. Following the extension of the power line, many land owners are applying for electric power for irrigation. Heavy yields, coincident with high sugar content, have attracted the attention of farmers and beet sugar men to the sediment lands of this section, the Alameda Sugar Company, in its recent annual report, stating that some of the best yields and choicest beets last year came from the Holland Land Company district in the Sacramento valley.

## Facts About Sugar

## PROGRESS OF THE BACK COUNTRY

"Bring Plenty of Farmers With Experience and Necessary Money and All Other Classes Will Follow"

J. V. Mendenhall, the Delta Developer, Adds a Few Words About the Growth of the Farm Back Country

By PAUL GOLDSMITH

The article, written by J. V. Mendenhall and reproduced in the Development Section of the Oakland TRIBUNE recently, has attracted much attention throughout California because of its clear and commonsense exposition of the farm land conditions in this state. And this is as it should be, because no one is better fitted to discuss open farm land conditions in California than is Mr. Mendenhall, who ranks as one of the very successful land developers of the state. Originally Mr. Mendenhall came from Berkeley, where he dabbled in politics to the extent of becoming city clerk of that city. It might be thought that a training as city clerk of Berkeley was not of the kind to make a man a successful country land developer, but no matter what the training Mr. Mendenhall has put on the market and sold at a profit to both the land owners and the purchasers on of the great delta tracts of the state. When Mr. Mendenhall left Berkeley politics he became direct, by interested in the Holland Land tract, located upon the west side of the Sacramento river just below the capital city. The town or area handling of Clarksburg in the Holland tract, so that this will suffice for a geographical location point.

The great central valleys of California, and particularly the delta region is dotted with tract failures. It has not been because of the lack of value in the land, or because great sums have not been spent by many developers in putting their property in shape, but the general weakness has been that when the time for selling arrived something had occurred to make this difficult, if not impossible.

The Holland Land tract was in fact this condition. Originally started as the Netherlands Land Company, it had gotten into difficulties and was nearly bankrupt. Mr. Mendenhall had put the property on his feet. In the reorganization Mr. Mendenhall changed the name slightly, and then went to work. The result of that was that he had that out of a tract of 25,000 acres less than 400 acre parcels remained. This success has had more results. The Delta Farms tract, the delta region just west of Stockton, has been turned over to Mr. Mendenhall to reorganize and sell as he did the Holland land.

The essence of Mr. Mendenhall's plan of developing the back country, whether it be in the delta or elsewhere, is expressed in this idea of his:

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And it may be that through such men as Mr. Mendenhall Oakland may have some part in the prosperity of the delta back country.

## Sale of Holland

1927 Land Is Brisk

CLARKSBURG, March 9.—Sale of high-value crop acreage continues briskly in this district. The Holland Land Company has just announced purchases in its tract by J. C. Marshall, of Woodland, seventy-nine acres; Anna V. King of Berkeley, twenty acres; and King Fernandez, of Clarksburg, forty acres. In addition, announcement was made of the purchase of the general store here by N. U. Lawlor and Ernal C. Lawlor, of Clarksburg, who recently bought 50 acres of farming land.

## COUNTRY SALES LARGER

Sustained Activity Reported From Rural Districts

CLARKSBURG, March 9.—Sustained activity in country land sales, notably in high-value crop acreage, is indicated in the announcement of sales just closed by the Holland Land Company, supplementing announced sales of two weeks ago. King Fernandez of Clarksburg purchased 40 acres; J. C. Marshall of Woodland seventy-nine acres, and Anna V. King of Berkeley twenty acres, all in the Holland tract. Following their purchase last month of 50 acres of land, N. U. Lawlor and Ernal C. Lawlor of this point have purchased the general store.

February, 1923

## SACRAMENTO VALLEY

RIVALING THE VALLEYS OF THE NILE AND PO

With the designation of the river road from Sacramento to the Bay cities as the route of the transcontinental Victory Highway, tourists and incoming farmers who motor across the country will be given virtually their first opportunity to get a glimpse of the development that has been taken place almost within sight of California's capital and but a few hours distant from San Francisco.

Fifteen miles down the river from Sacramento can be found a cross-section of this development typical of the best agricultural expansion of the great interior valley of California. This district fronting the west bank of the Sacramento at Clarksburg is the center of 50,000 acres of rich land, 20,000 acres of which has been subdivided by the Holland Land Company.

The Holland tract is at the heart of the deposits of what was once a natural drainage reservoir, which has been gradually filled in by even flow sediment—20 feet deep in some places—and enriched by the decaying vegetation of the years. The marginal lands along the river and natural channels are built up six or seven feet higher than the interior land from these deposits of silt laden waters of the streams. Thus Nature has provided good drainage of this vast, highly fertilized, deep garden bed into a natural central drainage canal characteristic of the surface condition of the delta type.

Fully protected against winter high water and drained and irrigated by an extensive ditch system and large, modern, electrically driven pumps, with its great productivity has been thoroughly proved by years of heavy crops, this property now offers a combination of fertile soil, equal climate, plentiful and controlled moisture supply, a strategic position to markets, cheap transportation facilities, and added to the attractions of three large, growing cities, and to upper California's best beaches, bathing resorts, and ocean beaches. Its intrinsic soil, climate, moisture and location advantages are as nearly perfect as nature provides and such as to assure the highest returns and maximum use for intensive farming and home purposes.

## A Wide Variety of Crops

In the center of a wealthy surrounding section, it is noted for a very wide range of products, but more especially for pears, cherries, peaches, prunes, plums, alfalfa, asparagus, onions, potatoes, corn, seed, sugar beets, celery, beans, peas, spinach, grain, corn and garden truck. Yields of 25 sacks of beans, 35 sacks of wheat, 26 tons of sugar beets, 60 sacks of barley and like returns per acre of other crops are not uncommon.

## SUGAR BEET JOURNAL

With seventy-five miles of graded roads lined with black walnut shade trees gridironing the property, a paved highway to Sacramento, numerous passenger and freight boat lines on the Sacramento River, and the rapid service of the San Francisco-Sacramento electric line putting the tract within three hours of San Francisco and a half-hour of Sacramento, the Holland properties are served by unusual transportation. And as the peopling and expansion of the 50,000-acre agricultural community behind it progresses, Clarksburg, the town shipping point on the river, begins to take its place among the California communities.

There has developed in the last year a new and keener recognition of the interdependence of the city and its tributary territory. This broadened attitude on the part of the progressive, aggressive men of affairs of city and country means much to the expeditious development of all California.

## MANY SALES IN

## HOLLAND DISTRICT

Holland Briskly

Sale of high-value crop acreage continues briskly in this district. The Holland Land Company has just announced purchases in its tract by J. C. Marshall of Woodland, 79 acres; Anna V. King of Berkeley, 20 acres; and King Fernandez, of Clarksburg, 40 acres. In addition, announcement was made of the purchase of the general store here by N. U. Lawlor, of Clarksburg, who recently bought 50 acres of farming land.

## Land Sales Active

On Holland Tract

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## Holland Land

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D.C.N. 3-10-23

## St. Paul 3-10-23

## Clarksburg Sales

Active This Week

CLARKSBURG, March 10.—Continued activity in country land sales is reported today by the Holland Land Company. King Fernandez of Clarksburg purchased 40 acres; J. C. Marshall of Woodland 79 acres; and Anna V. King of Berkeley 20 acres, all in the Holland tract. Following their purchase last month of 50 acres of land, N. U. Lawlor and Ernal C. Lawlor of this point have purchased the general store.



### Sound Security

Sediment soil—deep, virgin, lasting  
Diversity of crops  
Sub-irrigation or surface low-head pumping  
Graded tree-lined roads  
apertly  
Water transportation  
Paved road to city  
30 minutes to capital  
Resident supervision  
Sanitable restrictions  
High farming standards  
Moderate prices  
Six per cent interest  
Easy payments  
Insured land titles  
Community spirit  
Farm Bureau center  
Satisfied settlers

THIS INDENTURE, of continuing date, made between the HOLLAND LAND COMPANY, a California corporation, the party of the first part, and CONVENING REALTORS, the parties of the second part, WITNESSETH: That said HOLLAND LAND COMPANY, for and in consideration ten per cent cash and ten per cent annually, with interest at six (6) per cent, has been peopling 20,000 acres of Sacramento River silt lands situate, lying and being in the vicinity of Clarksburg, fifteen miles down river from California's capital.

BY THESE PRESENTS the said HOLLAND LAND COMPANY conveys and confirms to the CONVENING REALTORS (that means YOU) a hearty INVITATION TO VISIT its lands as its guests and inspect a striking cross-section of Upper California's inspiring development. And the said HOLLAND LAND COMPANY does hereby grant and bargain that the trip will be well worth your time. It will post you on the progress of the tremendously fertile area lying in the triangle between three great distributing centers: the San Francisco metropolitan area, Sacramento, and Stockton.

Thereafter your clients and prospects seeking title, interest and profits in these highly favored lands (being settled chiefly by neighboring farmers and former tenants—those best able to judge the worth of these lands) can be taken over the district by yourself for a thorough-going inspection—or simply referred to us at any of our offices—351 California Street, San Francisco; Capital National Bank Building, Sacramento; or Clarksburg. We will show the land, and when, as and if a sale is consummated will pay you the customary commission for introducing the buyer. *Oncoming townsite lots, too, are particularly described in information forthcoming on request.*

### Choice of Crops

Pears  
Potatoes  
Peaches  
Alfalfa  
Asparagus  
Cherries  
Seed to sell  
Grapes  
Garden truck  
Hops  
Celery  
Prunes  
Onions  
Grain  
Peas  
Plums  
Beans  
Spinach  
Corn  
Sugar beets

### ANNUAL REPORT

OF THE

ALAMEDA SUGAR COMPANY

AND

ALAMEDA FARMS COMPANY

FOR THE

YEAR ENDING DECEMBER 31st, 1922



## California's VALLEY of the NILE

### Action-Figures for 1922

20 new homes built and 35 other farm buildings constructed.  
Seven new pear orchards set out in the new district.  
Crop acreages for the year: beets, 880; alfalfa, 200; asparagus, 400; new orchard, 40; onions, 20; sugar beets, 42; cotton, 150; besides several thousand acres grain.  
25 loans to purchasers aggregating \$51,856.17 negotiated through various banks, evidencing community stability and credit.  
\$30,000 appropriated and 12 miles of electric power line built.  
Two miles of telephone line constructed.  
\$75,000 loan made for a new union school building voted.  
River route from Sacramento to San Francisco selected for transportation service.  
17 miles of irrigation ditches built.

Come to Clarksburg, fifteen miles down river from Sacramento, and see a cross-section of upper California's best agricultural development on 20,000 acres of sediment lands.

With the major development work completed, this oncoming community of a hundred-odd farm home estates await the coming of more good farmers, more city business men who have heard the call of the outdoor life and who want to enjoy the exhilaration of developing a plot of ground as an investment-recreation hobby.

Here, where high-value crops are producing returns from \$100 to \$200 an acre, where two-thirds of the land already sold has been bought by neighboring farmers, you invest in known and proved values.

Note the figures of progress in 1922. Then get in touch with us to arrange for a trip of inspection through the rich river country as our guest. We shall rest our case on your own sound judgment.

## HOLLAND LAND CO.

351 California St., San Francisco  
Capital National Bank Bldg., Sacramento  
Clarksburg, on the Property

S.F. Chronicle - Progressive Calif. Mo.

1923-3-14

### CALIFORNIA REAL ESTATE

March, 1923

### \$51,856,000 SACRAMENTO RIVER TONNAGE IN 1921

Government figures on the commerce of the Sacramento River are showing much interest in this down river section of Yolo County, which is contributing more passengers and produce each year to swell the figures. The statistics are for the year 1921, the latest available data, and show a net tonnage on the river of \$1,068, valued at \$1,856,928, not including water and government material used for river improvement transported during the year. Corresponding figures for the preceding year, after making the same deductions, were 746,135 tons, with an aggregate value of \$5,279,487, value levels being higher in that year. In 1921, 102,897 passengers were carried on the river; in 1920, 104,322 passengers. Vegetable food products in 1921 accounted for 427,833 tons, valued at \$29,472,199.

### SHIP NURSERY STOCK BY CARLOAD TO OREGON

CLARKSBURG, CAL., February 28.—Shipment of two carloads of nursery stock by the Clarksburg Nursery Company to Oregon nurseries calls attention to the growing importance of this district as a horticultural area. These young trees, totaling something like 150,000 consisted chiefly of apples and Myrobalan seedlings, the latter much favored as stock on which to graft cultivated peaches.



## A NEW BEET DISTRICT

Sacramento River Lands in California  
Produce Rich Yields

By J. V. Mendenhall

Within a short distance of California's capital city, Sacramento, in the district fronting the west bank of the Sacramento river, a new area of sugar beet culture has been rapidly coming to the front within the past few years. Favored by an unusually fortunate combination of factors, the possibilities of this district have aroused the enthusiasm of beet agriculturists, the superintendent of one of the big California sugar companies asserting that it promises to become one of the finest beet growing districts anywhere known to exist.

While advantages of soil, climate and water supply are all available to the industry here, first place in the category should perhaps be given to the advantage conferred by the district's location along the river, insuring as it does an unlimited supply of irrigation water. An extensive system of ditches, reaching every parcel of land, provides sub-irrigation for by far the greater part of the area, and in the few sections where surface irrigation may be necessary or desirable, it is accomplished by low-head pumping.

## Soil Conditions Excellent

The rich sedimentary land that is found all over the district, covering some 50,000 acres in the immediately contiguous territory, has two desirable assets with respect to adaptability for growing sugar beets. Its physical condition is such that it is capable of holding moisture, while at the same time it is well drained.

The sedimentary deposit in the district is high in humus. Through uncounted years the river has deposited its sediment on these lands, and during the intervening periods the tules grew, and decayed. This decomposed vegetation is basic in the fertility of these lands. The entire district that forms the deltas of the Sacramento and San Joaquin rivers, draining the great interior valley of California, has this characteristic and has gained a name for productivity that rivals that of the valleys of the Nile and the Po.

Still a third outstanding asset, which is truly the capitalization of the natural advantages of rich soil and availability of water, is the control of sub-irrigation through the elaborate system of ditches served by pumping plants, which make it possible to raise or lower the water level with an accuracy gauged in tenths of feet. This absolute control of the soil moisture has found high favor with those who are seeking to extend the acreage of sugar beets, insuring, as it does, maximum results with little effort and cost.

## Climate Virtually Ideal

What are described as "almost ideal" climatic conditions are regarded as accounting for the exceptionally good quality of the beets grown in the district, not forgetting, of course, soil and moist-

ure conditions already sketched. During the growing period the days are warm—the high temperatures of interior California being recorded, moderated somewhat by the bay breezes that find an inlet through Corcoran straits. It is characteristic of the climate of the region that cool late afternoons and early evening warm the warm days—a highly desirable condition.

The pioneer development of the district was begun five or six years ago as preparation was made for the subdivision of the lands. Cool sugar beets have been growing in the district for the last three years, with results each year more encouraging than the last. From financial return to the grower, the tonnage and high sugar content have produced returns of better than \$10 per ton, the net return being augmented by the fact that costs of raising beets in the district are declared by those in position to know to be the lowest in the state. Land owner and tenant farmer alike are consequently realizing more and more the value of the sugar beet crop. Moreover, as a rotation crop, the sugar beet has established its beneficial influence on succeeding crops of grain and beans, as expressed in increased yields.

## What the Figures Show

Here follow some actual yield figures representative of the 1922 crop returns in the district:

Acres	Tons per acre	Sugar percentage
57	27	18
115	20	10
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75	15	18
14	20	20
80	14	21
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Net returns on an average have run \$100 per acre to the man farming for himself, and to the landlord from \$35 to \$50 per acre rental, these being actual figures furnished by growers.

The Holland Land Company, which has subdivided 20,000 acres in the Clarksburg district, the center of the larger area, has compiled some estimates of the cost of raising sugar beets in the district. Where the work was done under hire, the cost figured \$22 an acre on an actual fifteen-year trial. This was made up as follows: seed, beet hoeing, thinning and cultivating up to harvest time, \$10; topping, at \$1 a ton, \$15; hauling, at \$1.65 a ton, \$25; plowing out, \$3. The net profit on the basis of \$10 a ton, or \$150, was \$88 an acre.

On another field the estimates were, per acre: to lay by, \$12; topping, \$15; hauling, \$20; plowing out, \$2; total, \$49 on a twenty-year trial. On the same basis of return as the preceding example, the net profit was \$151 an acre.

The foregoing are some random figures on the sugar beet growing situation as it is developed today in the productive area southwest of Sacramento, that this district is being built up as a diversified farming community of prosperous farm home estates, with the full measure of advantages of present-day rural life.

## ACREAGE IN HOLLAND DISTRICT

Clarksburg, Cal., March 24.—Four thousand acres, more than eight times the acreage in 1922, are planted to sugar beets in the Holland Land district of California this season. Following the extension of the power line, many land owners are applying for electric power for irrigation. Heavy yields, coincident with high sugar content, have attracted the attention of farmers and beet sugar men to the sediment lands of this section, the Alameda Sugar Company, in its recent annual report, stating that some of the best yields and choicest beets last year came from the Holland Land Company district in the Sacramento valley.

## Facts About Sugar

PROGRESS OF  
THE BACK  
CLARK TRIBUNE

"Bring Plenty of Farmers With Experience and the Necessary Money and All Other Classes Will Follow"

J. V. Mendenhall, the Delta Developer, Adds a Few Words About the Growth of the Farm Back Country

By PAUL GOLDSMITH

The article, written by J. V. Mendenhall and reproduced in the Development Section of the Oakland TRIBUNE recently, has attracted much attention throughout California because of its clear and commonsense exposition of the farm and conditions in this state. And this is as it should be, because no one is better fitted to write upon farm and conditions in California than is Mr. Mendenhall, who ranks as one of the very successful land developers of the state. Originally Mr. Mendenhall came from Berkeley, where he dabbled in politics to the extent of becoming city clerk of that city. It might be thought that a training as a clerk of Berkeley was not of the kind to make a man a successful country land developer, but, no matter what the training Mr. Mendenhall has put on the market and sold at a profit to both the land owners and the purchasers on of the great delta tracts of the state. When Mr. Mendenhall left Berkeley politics he became director, interested in the Holland Land tract, located upon the west side of the Sacramento river just below the capital city. The town or the handling of the Holland Land tract, so that it will suffice for a geographical location point.

The great central valleys of California, and particularly the delta region is dotted with tract failures. It has not been because of the lack of value in the land, or because great sums have not been spent by many developers in putting their property in shape, but the general experience has been that when the time for selling arrived something had occurred to make the attempt, if not impossible.

The Holland Land tract was in that condition. Originally started as the highest priced land company, it had gotten into difficulties and it was the Holland Land Company that Mr. Mendenhall took the property on its feet. In the reorganization Mr. Mendenhall changed the many alights, and then went to work. The result of that was has been that out of a tract of 25,000 acres less than 400 acres remain unsold. This success has had another result. The Delta Farmer in the delta region just west of Stockton, had been turned over to Mr. Mendenhall to organize and sell as he did the Holland Land. The success of Mr. Mendenhall's plan of developing the back country, whether it be in this district or elsewhere, is expressed in this idea of his:

"Bring plenty of farmers with experience and money to California and all other classes of population will follow without advertising. We need systematic development and not top-heavy city population."

That is certainly an clear a statement as it is possible to make and defines what Mr. Mendenhall is trying to do and why he has had a success of that try. It is possible that through the efforts of such developers as Mr. Mendenhall, the one time city clerk of a college community, that California may escape the congestion of population that afflicts some of the seaboard states.

And it may be that through such men as Mr. Mendenhall Oakland may have surely in this respect the prosperity of the delta back country of the state.

## COUNTRY SALES LARGER

## Sustained Activity Reported From Rural Districts

CLARKSBURG, March 9.—Sustained activity in country land sales, notably in high-value crop acreage, is indicated in the announcement of sales just closed by the Holland Land Company, supplementing announced sales of two weeks ago. King Fernandez of Clarksburg purchased 40 acres, and Anna V. Woodland seventy-nine acres, and Anna V. King of Berkeley purchased 40 acres, all in the Holland tract. Following their purchase last month 50 acres of land, N. U. Lawlor and Erma C. Lawlor of this point have purchased the general store.

February, 1923

SACRAMENTO VALLEY  
RIVALING THE VALLEYS OF  
THE NILE AND PO

With the designation of the river road from Sacramento to the Bay cities as the route of the transcontinental Victory Highway, tourists and incoming farmers who motor across the country will be given virtually their first opportunity to get a glimpse of the development that has been taken place almost within sight of California's capital and but a few hours distant from San Francisco.

Fifteen miles down the river from Sacramento can be found a cross-section of this development typical of the best agricultural expansion of the great interior valley of California. This district fronting the west bank of the Sacramento at Clarksburg is the center of 50,000 acres of rich land, 20,000 acres of which has been subdivided by the Holland Land Company.

The Holland tract is in the heart of the deposits of what was once a natural drainage reservoir, which has been gradually filled in by over flow sediment—20 feet deep in some places—and enriched by the decaying vegetation of the years. The marginal lands along the river and natural channels are built up six or seven feet higher than the interior land from these deposits of silt laden waters of the streams. Thus Nature has provided good drainage of this vast, highly fertilized, deep garden bed into a natural central drainage canal characteristic of the surface condition of land of this type.

Fully protected against winter high water and drained and irrigated by an extensive ditch system and large, modern, electrically driven pumps, with its great productivity thoroughly proved by years of heavy crops, this property now offers a combination of fertile soil, equable climate, plentiful and controlled moisture supply, a strategic position to markets, cheap transportation, canneries, and is added to the attractions of three large, growing cities and an upper California's woods, streams, mountain resorts and ocean beaches. Its intrinsic beauty, location and location advantages are as nearly perfect as nature provides and such as to assure the highest values and maximum use for intensive farming and home purposes.

## A Wide Variety of Crops

In the center of a wealthy surrounding section, it is noted for a wide variety range of products, but more especially for berries, pears, cherries, peaches, plums, alfalfa, asparagus, onions, potatoes, corn, melons, sugar beets, celery, beans, peas, spinach, grain, corn and garden truck. Yields of 25 sacks of beans, 35 sacks of wheat, 26 tons of sugar beets, 50 sacks of barley and like returns per acre of other crops are not uncommon.

## SUGAR BEET JOURNAL

With seventy-five miles of graded roads lined with black walnut shade trees gridironing the property, a paved highway to Sacramento, numerous passenger and freight boat lines on the Sacramento River, and the rapid service of the San Francisco-Sacramento electric line putting the tract within three hours of San Francisco and a half-hour of Sacramento, the Holland properties are served by unusual transportation. And as the peopling and expansion of the 50,000-acre agricultural community behind it progresses, Clarksburg, the town shipping point on the river, begins to take its place among onceing California communities.

There has developed in the last year a new and keener recognition of the interdependence of the city and its tributary territory. This broadened attitude on the part of the progressive, aggressive men of affairs of city and country means much to the expeditious development of all California.

MANY SALES IN  
HOLLAND DISTRICT  
Holland Tribune

Sale of high-value crop acreage continues briskly in this district. The Holland Land Company has just announced purchases in its tract by J. C. Marshall of Woodland, 79 acres; Anna V. King of Berkeley, 20 acres; and King Fernandez of Clarksburg, 40 acres. In addition, announcement was made of the purchase of the general store here by N. U. Lawlor, of Clarksburg, who recently bought 50 acres of farming land.

Land Sales Active  
On Holland Tract

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CLARKSBURG 3-10-23  
Clarksburg Sales

## Active This Week

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## Sound Security

Sediment soil—deep, virgin, lasting  
Diversity of crops  
Sub-irrigation or surface low-head pumping  
Graded tree-lined roads  
Water transportation  
Paved road to city  
30 minutes to capital  
Resident supervision  
Sensible restrictions  
High farming standards  
Moderate prices  
Six per cent interest  
Easy payments  
Insured land titles  
Community spirit  
Farm Bureau center  
Satisfied settlers

THIS INDENTURE, COMPANY, a California REALTORS, the HOLLAND LAND COMPANY, and ten per cent annu 20,000 acres of Sacramento County of Clarksburg, fifty BY THESE PRESENTS we veys and confirms to (that means YOU!) a its lands as YOURS. The said HOLLAND grant and bargain that time. It will post your dously fertile area lying great distributing center area, Sacramento.

1922

## BOARD OF DIRECTORS

R. P. DAVIE, President  
C. H. CHOCKER, First Vice-President  
P. C. DIESCHER, Second Vice-President

B. P. LILIENTHAL

HERMAN PELLEGER

Geo. W. SCOTT

S. W. SINSEMEIER

Geo. E. SPRINGER, Secretary

15 miles  
from Sacramento



## California's VALLEY of the NILE

## Action-Features for 1922

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Seven new pear orchards set out in the new district.  
Crop averages for the year: beans, 3000; alfalfa, 2000; sugarbeets, 500; new orchard, 500; potatoes, 1500; besides several thousand acres in grain.  
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351 California St., San Francisco  
Capital National Bank Bldg., Sacramento  
Clarksburg, on the Property

S.F. Chronicle—Progressive Calif. No.

1923-3-14

### ALAMEDA SUGAR COMPANY REPORT AND STATEMENT FOR THE YEAR 1922

SAN FRANCISCO, CALIFORNIA, February 16th, 1923

To the Stockholders of the Alameda Sugar Company:

Your Board of Directors submits herewith its report for the year ending December 31st, 1922.

The 1922 campaign for acreage commenced, as usual, the preceding fall, which was a time when the heavy 1921 production of sugar in Cuba hung like a pall over the sugar markets of this country and which finally forced down, at the close of the year, the price of Cuban raws to 13½¢ C. I. F. New York, or 3.35¢ duty paid. This low price, in conjunction with the menace of the heavy carry-over, interfered very seriously with our securing acreage for 1922. Our soliciting for acreage was further limited by restricting the contracts to those who could grow beets independent of any financial assistance from the Company. Further, no contracts were taken from the Meridian and the Woodland districts.

The result was that we secured contracts for but 3,005 acres, of which 2,785 acres were finally harvested, with a yield of 37,374 tons, or an average yield of 9.8 tons per acre. This yield per acre compared favorably with the average yield of 7.76 tons in 1921. The beets also compared most favorably, as they were of high sugar content and good purity, the sugar content being 19.15% against 18.01% in 1921 and the purity being 83.50% against 81.39% in 1921. Some of the best yields and choicest beets came from the Holland Land Company's district, just south of Sacramento, along the Sacramento River.

The factory commenced operations on October 1st, 1922, and completed operations on November 29th, 1922, making a run of sixty days. The campaign was lengthened by the rains which delayed the harvest on two occasions, thus preventing the factory from running to capacity even on the one battery, as planned at the outset of the campaign. The operations of the factory, apart from the slow run, were particularly good, showing approximately an extraction of 82%. Although the production was very disappointing, it was in line with the state production, as the total yield of the state was but approximately 72,000 tons of beet sugar in 1922, as compared with 177,000 tons in 1921 and with the high of 236,000 tons in 1916.

The contracting this year is most favorable, as we already have 6,741 acres under contract, the highest independent acreage that we have had since the factory resumed operations in 1915. The seasonal rainfall to date has been more favorable than for

### CALIFORNIA REAL ESTATE

March, 1923

#### \$51,856,000 SACRAMENTO RIVER TONNAGE IN 1921

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While advantages of soil, climate and water supply are all available to the industry here, first place in the category should perhaps be given to the advantage conferred by the district's location along the river, insuring as it does an unlimited supply of irrigation water. An extensive system of ditches, reaching every parcel of land, provides sub-irrigation for by far the greater part of the area, and in the few sections where surface irrigation may be necessary or desirable, it is accomplished by low-head pumping.

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It should be further noted, however, that this district is being built up as a diversified farming community of prosperous farm home estates, with the full measure of advantages of present-day rural life.

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"Bring Plenty of Farmers With Experience and the Necessary Money and All Other Classes Will Follow"

J. V. Mendenhall, the Delta Developer, Adds a Few Words About the Growth of the Farm Back Country

By PAUL GOSMITH

The article, written by J. V. Mendenhall and reproduced in the Development Section of the Oakland TRIBUNE recently, has attracted much attention throughout California because of its clear and commonsense exposition of the farm and conditions in this state. And this is as it should be, because to one so better fitted to write upon farm and conditions in California than to Mr. Mendenhall, who ranks as one of the very successful land developers of this state. Originally Mr. Mendenhall came from Berkeley, where he dabbled in politics to the extent of becoming city clerk of that city. It might be thought that a training as a clerk of Berkeley was not of the kind to make a man a successful country land developer, but, no matter what the training Mr. Mendenhall has put on the market and sold, in a profit garden both the land owners and the purchasers are of the great delta tracts of the state. When Mr. Mendenhall left Berkeley politics he became director of the Holland Land district, located upon the west side of the Sacramento river just below the capital city. The town on the Holland tract is Clarksburg, the Holland tract, so that this will suffice for a geographical location point.

The great central valleys of California, and particularly the delta region is dotted with tract failures, but has not been because of the lack of value in the land, or because great sums have not been spent by many developers in putting their property in shape. The main reason has been that when the time for selling arrived something had occurred to make this difficult, if not impossible.

The Holland land tract was in just this condition. Originally owned by the Netherlands Land Company, it had gotten into difficulties and it was Mr. Mendenhall to put the property on its feet. In the reorganization Mr. Mendenhall changed the name, slightly, and then went to work. The result of that was to be seen that out of a tract of 25,000 acres less than 400 acres remain unsold.

This success has had another result. The Delta Farmer, the delta region just west of Stockton, has been turned into a sugar beet section. Mr. Mendenhall's plan of developing the back country, whether it be in this or elsewhere, is expressed in this idea of his:

"Bring plenty of farmers with experience and money to California and all other classes of population will come without advertising. We need systematic development and not top-heavy city population."

That is certainly a clear statement as to it is possible to make and defines what Mr. Mendenhall is trying to do and why he has made a success of that try. It is possible that the effects of such developments as Mr. Mendenhall, the one time city clerk of a college community, that California may escape the congestion of population that afflicts some of the seaboard cities.

And it may be that through such men as Mr. Mendenhall Oakland and the Holland tract will prosper in the delta back country.

S.F. Chron 3-10-23  
COUNTRY SALES LARGER

## Sustained Activity Reported From Rural Districts

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## Sale of Holland

## 1923 Land Is Brisk

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February, 1923

SACRAMENTO VALLEY  
RIVALING THE VALLEYS OF THE NILE AND PO

With the designation of the river road from Sacramento to the Bay Cities as the route of the transcontinental Victory Highway, tourists and incoming farmers who motor across the country will be given virtually their first opportunity to get a glimpse of the development that has gradually taken place almost within sight of California's capital and but a few hours distant from San Francisco.

Fifteen miles down the river from Sacramento can be found a cross-section of this development typical of the best agricultural expansion of the great interior valley of California. This district fronting the west bank of the Sacramento at Clarksburg is the center of 50,000 acres of rich land, 20,000 acres of which has been subdivided by the Holland Land Company.

The Holland tract is in the heart of the deposits of what was once a natural drainage reservoir, which has been gradually filled in by even flow sediment—20 feet deep in some places—and enriched by the decaying vegetation of the years. The marginal lands along the river and natural channels are built up six or seven feet higher than the interior land from these deposits of silt laden waters of the streams. Thus Nature has provided good drainage of this vast, highly fertilized, deep garden bed into a natural central drainage canal characteristic of the surface condition of lands of this type.

Fully protected against winter high water and drained and irrigated by an extensive system of large, modern, electrically driven pumps, with its great productivity thoroughly proved by years of heavy crops, this property now offers a combination of fertile soil, equable climate, plentiful and controlled moisture supply, a strategic position to markets, cheap transportation facilities, and added to the attractions of three large, growing cities and the upper California's woods, streams, mountain resorts and ocean beaches. Its intrinsic equable climate, moisture and location advantages are as nearly perfect as nature provides and such as to assure the highest values and maximum use for intensive farming and home purposes.

## A Wide Variety of Crops

In the center of a wealthy surrounding section, it is noted for a very wide range of products, but more particularly for barberries, cherries, peaches, plums, alfalfa, asparagus, onions, potatoes, common seed, sugar beets, celery, beans, peas, spinach, grain, corn and garden truck. Yields of 25 sacks of beans, 35 sacks of wheat, 26 tons of sugar beets, 50 sacks of barley and like returns per acre of other crops are not uncommon.

## SUGAR BEET JOURNAL

With seventy-five miles of graded roads lined with black walnut shade trees gridironing the property, a paved highway to Sacramento, numerous passenger and freight boat lines on the Sacramento River, and the rapid service of the San Francisco-Sacramento electric line putting the tract within three hours of San Francisco and a half-hour of Sacramento, the Holland properties are served by unusual transportation. And as the peopling and expansion of the 50,000-acre agricultural community behind it progresses, Clarksburg, the town shiping point on the river, begins to take its place among incoming California communities.

There has developed in the last year a new and keener recognition of the interdependence of the city and its tributary territory. This broadened attitude on the part of the progressive, aggressive men of affairs of city and country means much to the expeditious development of all California.

## MANY SALES IN HOLLAND DISTRICT

Sale of high-value crop acreage continues briskly in this district. The Holland Land Company has just announced purchases in its tract by J. C. Marshall of Woodland, 79 acres; Anna V. King of Berkeley, 20 acres; and King Fernandez of Clarksburg, 40 acres. In addition, announcement was made of the purchase of the general store here by N. U. Lawlor, of Clarksburg, who recently bought 50 acres of farming land. 27 Bulletin

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S.F. Chron 3-10-23  
Clarksburg Sales

## Active This Week

CLARKSBURG, March 16.—Continued activity in country land sales is reported today by the Holland Land Company. King Fernandez of Clarksburg purchased 40 acres; J. C. Marshall of Woodland 79 acres; and Anna V. King of Berkeley 20 acres, all in the Holland tract. Following their purchase last month of 50 acres of land, N. U. Lawlor and Erma C. Lawlor of this point have purchased the general store.







## A NEW BEET DISTRICT

## Sacramento River Lands in California

## Produce Rich Yields

By J. V. Mendenhall

Within a short distance of California's capital city, Sacramento, in the district fronting the west bank of the Sacramento river, a new area of sugar beet culture has been rapidly coming to the front within the past few years. Favored by an unusually fortunate combination of factors, the possibilities of this district have aroused the enthusiasm of beet agriculturists, the superintendent of one of the big California sugar companies asserting that it promises to become one of the finest beet growing districts anywhere known to exist.

While advantages of soil, climate and water supply are all available to the industry here, first place in the category should perhaps be given to the advantage conferred by the district's location along the river, insuring as it does an unlimited supply of irrigation water. An extensive system of ditches, reaching every parcel of land, provides sub-irrigation for by far the greater part of the area, and in the few sections where surface irrigation may be necessary or desirable, it is accomplished by low-head pumping.

## Soil Conditions Excellent

The rich sedimentary land that is found all over the district, covering some 50,000 acres in the immediately contiguous territory, has two desirable assets with respect to adaptability for growing sugar beets. Its physical condition is such that it is capable of holding moisture, while at the same time it is well drained.

The sedimentary deposit in the district is high in humus. Through uncounted years the river has deposited its sediment on these lands, and during the intervening periods the tules grew and decayed. This decomposed vegetation is basic in the fertility of these lands. The entire district that forms the deltas of the Sacramento and San Joaquin rivers, draining the great interior valley of California, has this characteristic and has gained a name for productivity that rivals that of the valleys of the Nile and the Po.

Still a third outstanding asset, which is truly the capitalization of the natural advantages of rich soil and availability of water, is the control of sub-irrigation through the elaborate system of ditches served by pumping plants, which make it possible to raise or lower the water level with an accuracy gauged in tenths of feet. This absolute control of the soil moisture has found high favor with those who are seeking to extend the acreage of sugar beets, insuring, as it does, maximum results with little effort and cost.

## Climate Virtually Ideal

What are described as "almost ideal" climatic conditions are regarded as counting for the exceptionally good quality of the beets grown in the district, not forgetting, of course, soil and moist-

ure conditions already sketched. During the growing period the days are warm—the high temperatures of interior California being recorded, moderated somewhat by the bay breezes that find an inlet through Corcoran straits. It is characteristic of the climate of the region that cool late afternoons and evenings follow the warm days—a highly desirable condition.

The pioneer development of the district was begun five or six years ago as preparation was made for the subdivision of the lands, and sugar beets have been growing in the district for the last three years, with results each year more encouraging from the standpoint of financial return to the grower. Heavy tonnage and high sugar content have produced revenues of better than \$10 per ton, the net return being augmented by the fact that costs of raising beets in the district are declared by those in position to know to be the lowest in the state. Land owner and tenant farmer alike are consequently realizing more and more the value of the sugar beet crop. Moreover, as a rotation crop, the sugar beet has established its beneficial influence on succeeding crops of grain and beans, as expressed in increased yields.

## What the Figures Show

Here follow some actual yield figures representative of the 1922 crop returns in the district:

Acres	Tons per acre	Sugar percentage
57	27	18
115	20	19
100	19	20
75	15	18
14	80	19
90	14	21
6	14	21

Net returns on an average have run \$100 per acre to the man farming for himself, and to the landlord from \$35 to \$80 per acre rental, these being actual figures furnished by growers.

The Holland Land Company, which has subdivided 20,000 acres in the Clarksburg district, the center of the larger area, has compiled some estimates of the cost of raising sugar beets in the district. Where the work was done under hire, the cost figured \$22 an acre on an actual fifteen-ton yield. This was made up as follows: seed, beet hoeing, thinning and cultivating up to harvest time, \$10; topping, at \$1 a ton, \$15; hauling, at \$1.65 a ton, \$25; plowing out, \$3. The net profit on the basis of \$10 a ton, or \$150, was \$88 an acre.

On another field the estimates were, per acre: to lay by, \$12; topping, \$15; hauling, \$20; plowing out, \$2; total, \$49 on a twenty-ton yield. On the same basis of return as the preceding example, the net profit was \$151 an acre.

The foregoing are some random figures on the sugar beet growing situation as it is developed today in the productive area southwest of Sacramento.

It should be further noted, however, that this district is being built up as a diversified farming community of prosperous farm home estates, with the full measure of advantages of present-day rural life.

## ACREAGE IN HOLLAND DISTRICT

Clarksburg, Cal., March 24.—Four thousand acres, more than eight times the acreage in 1922, are planted to sugar beets in the Holland Land district of California this season. Following the extension of the power line, many land owners are applying for electric power for irrigation. Heavy yields, coincident with high sugar content, have attracted the attention of farmers and beet sugar men to the sediment lands of this section, the Alameda Sugar Company, in its recent annual report, stating that some of the best yields and choicest beets last year came from the Holland Land Company district in the Sacramento valley.

## Facts About Sugar

## PROGRESS OF THE BACK COUNTRY

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Fully protected against winter high water and drained and irrigated by an extensive system of levees and large, modern, electrically driven pumps, with its great productivity thoroughly proved by years of heavy crops, this property now offers a combination of fertile soil, equable climate, plenty of water and controlled moisture supply, a strategic position to markets, cheap transportation, canneries, and added to the attractions of three large, growing cities, and the upper California's woods, streams, mountain resorts and ocean beaches. Its intrinsic value, its moisture and location advantages are as nearly perfect as nature provides and such as to assure the highest values and maximum use for intensive farming and home purposes.

## A Wide Variety of Crops

In the center of a wealthy surrounding section, it is noted for a very wide range of products, but more particularly for Bartlett pears, cherries, peaches, plums, alfalfa, asparagus, onions, potatoes, corn, seed, sugar beets, celery, beans, peas, spinach, grain, corn and garden truck.

Yields of 25 sacks of beans, 25 sacks of wheat, 26 tons of sugar beets, 50 sacks of barley and like returns per acre of other crops are not uncommon.

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There has developed in the last year a new and keener recognition of the interdependence of the city and its tributary territory. This broadened attitude on the part of the progressive, aggressive men of affairs of city and country means much to the expeditious development of all California.

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## Sound Security

Sediment soil—deep, virgin, lasting  
Diversity of crops  
Sub-irrigation or surface low-head pumping  
Graded tree-lined roads  
Water transportation  
Paved road to city  
30 minutes to capital  
Resident supervision  
Sensible restrictions  
High farming standards  
Moderate prices  
Six per cent interest  
Easy payments  
Insured land titles  
Community spirit  
Farm Bureau center  
Satisfied settlers

Thereafter your client est and profits in the tled chiefly by neighboring farmers and forms the worth of these lands) can be taken over ough-going inspection—or simply referred to fornia Street, San Francisco; Capital National Clarksburg. We will show the land, and where will pay you the customary commission for townsite lots, too, are particularly described in

15 miles  
from Sacra



## California's VALLEY of the NILE

## Action-Features for 1922

20 new homes built and 35 other farm buildings constructed.  
Seven new pear orchards set out in the new district.  
Crop acreages for the year: wheat, 800; alfalfa, 200; asparagus, 200; new orchard, 200; onions, 200; new beds, 400; potatoes, 1200; besides several thousand acres in grain.  
25 loans to purchasers amounting \$20,000.17—secured through various banks, evidencing community stability and credit.  
\$20,000 appropriated and 15 miles of electric power line built.  
Two miles of telephone line constructed.  
\$75,000 bond issue for a new union school building voted.  
River boats from Sacramento to San Francisco selected for transcontinental Victory Highway.  
17 miles of irrigation ditches built.

Come to Clarksburg, fifteen miles down river from Sacramento, and see a cross-section of upper California's best agricultural development on 20,000 acres of sediment lands.

With the major development work completed, this oncoming community of a hundred-odd farm home estates await the coming of more good farmers, more city business men who have heard the call of the outdoor life and who want to enjoy the exhilaration of developing a plot of ground as an investment-recreation hobby.

Here, where high-value crops are producing returns from \$100 to \$200 an acre, where two-thirds of the land already sold has been bought by neighboring farmers, you invest in known and proved values.

Note the figures of progress in 1922. Then get in touch with us to arrange for a trip of inspection through the rich river country as our guest. We shall rest our case on your own sound judgment.

## HOLLAND LAND CO.

351 California St., San Francisco  
Capital National Bank Bldg., Sacramento  
Clarksburg, on the Property

S.F. Chronicle—Progressive Calif. No.

1923-3-14

## LIABILITIES

<b>CAPITAL STOCK:</b>		
60,000 Shares at \$25.00 Par.....		\$1,500,000.00
<b>FUNDED DEBT:</b>		
Alameda Farms Co. 6% Gold Bonds due June 1, 1933, Coupons payable June and December, callable at 105, Sinking Fund payment of 6% due June 1, 1918, and 6% annually thereafter.....	1,186,000.00	
ACCUMULATED INTEREST ON BONDS (not matured).....	3,990.00	
<b>CURRENT LIABILITIES:</b>		
Notes Payable.....	\$546,553.61	814,491.52
Audited Vouchers and Pay Rolls.....	297,937.91	
<b>SURPLUS (Deficit).....</b>		284,771.85
<b>TOTAL LIABILITIES.....</b>		\$3,219,709.67
<b>NOTE:</b>		
Charged off for Depreciation, 1922.....	\$116,975.64	
Charged off for Depreciation previously.....	1,127,968.56	
	\$1,244,944.20	

## ALAMEDA SUGAR COMPANY AND ALAMEDA FARMS COMPANY

Consolidated Statement of Profit and Loss, Year Ending  
December 31, 1922

## DEBIT

To Balance December 31st 1921.....	\$837,665.37	
To Cancellation of Land Sales Contracts with Holland Land Co., together with Interest and Taxes on Deferred Land Payments Written Off.....	73,369.16	
To Improvements and Miscellaneous Items Written Off, Interest and Rent Adjustments To Adjustment Amortization Bond Discount and Commission on Bonds.....	5,343.64	
To Depreciation Year 1922 Alameda Sugar Co. To Depreciation Year 1922 Alameda Farms Co. To Consolidated Net Loss for Year 1922.....	1,021.04 116,975.64 11,726.65 75,511.29	\$1,124,618.79

## CREDIT

By Restoring over Depreciation taken in 1921 on Pumping Plant.....	\$813.95	
By Outstanding Checks Written Off.....	56.11	
By Restoring Unamortized Bond Discount and Expense Written Off in Years 1913 and 1920 By Paid in Surplus.....	34,734.88 804,242.00	\$39,816.94
<b>Debit Balance December 31, 1922.....</b>		\$281,771.85

## CALIFORNIA REAL ESTATE

March, 1923

### \$51,856,000 SACRAMENTO RIVER TONNAGE IN 1921

Government figures on the commerce of the Sacramento River are showing much interest in this down river section of Yolo County, which is contributing more passengers and produce each year to swell the figures. The statistics are for the year 1921, the latest available data, and show a net tonnage on the river of \$15,263, valued at \$1,856,395, not including water and government material used for river improvement transported during the year. Corresponding figures for the preceding year, after making the same deductions, were 746,135 tons, with an aggregate value of \$5,279,487, value levels being higher in that year. In 1921, 102,897 passengers were carried on the river; in 1920, 108,923 passengers. Vegetable food products in 1921 accounted for 457,333 tons, valued at \$29,472,139.

### SHIP NURSERY STOCK BY CARLOAD TO OREGON

CLARKSBURG, CAL., February 28.—Shipment of two carloads of nursery stock by the Clarksburg Nursery Company to Oregon nurseries calls attention to the growing importance of this district as a horticultural area. These young trees, totaling something like 150,000 seedlings, the latter much favored as stock on which to graft cultivated products.



# California Produces Half of Nation's Bean Crop

As president of the California Bean Growers' Association for more than two years during the trying post-war deflation period, the writer of this article has had unusual opportunity to become intimately acquainted with the bean industry in all its ramifications. That the marketing organization was successfully carried through the vicissitudes of falling prices and readjustment indicates the stability of the industry itself and the firm hold co-operative associations of producers have established in California.

By J. V. MENDENHALL

**L**EVERYDAY staples are not apt to excite interest or attention, particularly in the State of California, known the world over for the diversity and distinctiveness of its products. Yet beans are one of the important crops of the State. While it lacks the colorful aspects of many of what might be termed the agricultural or horticultural aristocracy of California, and in an agricultural empire where mere millions in crop values count negligibly in the totals, the successor of the faba faba of early history—the nutrition bean that we know today—deserves more than passing consideration.

The food value of beans rates high. As an economical source of protein, an invaluable food constituent, beans hold high place as a substitute for meat. A cup of baked beans, requiring but a third of a cup of dried beans, provides as much protein as a quarter pound of sirloin steak. Not only is the cost of the ration of beans enormously less, but it is all food, whereas there is some wastage in meat in the form of gristle and bone.

The bean belongs to one of the oldest families of plant life—the legume. Its genealogy goes so far back that it is swallowed up in the dark and pre-historic ages. Volumes might be written regarding



A Bean Crop While the Orchard Is Growing

the legume, which in its many varieties and groups, some hundred and fifty or more, may rightfully claim title as the most aristocratic of vegetables, although always considered pebbles.

Within the past few years, the bean crop in California has become one of the most important in the State, on three counts: from the standpoint of value of the harvested product, as a rotation crop in bringing worn out soil back to normal producing conditions for other crops, and as a prime factor in the sustenance of the Nation.

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In this State beans are considered by the farmer as the one crop that will bring the soil back to its proper productivity and at the same time declare a dividend while enriching the earth with nitrogen. Therefore, practically every rancher and orchard in California grows beans, the former regularly as a rotation crop and the latter as an intercrop during the time his vineyard or orchard is coming into bearing. And, often, they use some varieties for cover crop purposes. Also, beans are a "cash" crop, or not being perishable, can be held. Beans should be considered one of the most important products of the soil of California.

Statistics, as a rule, are dry reading, but figures generally speak for themselves and are a common index in emphasizing the importance of an industry. Some idea of

the rapid increase in volume and value of the industry may be gathered from the following tables, showing acreage, yield, and estimated value of the bean production of California since 1914. Previous to that year no accurate statistics were gathered:

Year	Acreage	Area 100-lb. sacks	Production	Estimated value	No statistics available
1914	215,000		2,225,000		
1915	225,000		1,250,000		
1916	240,000		3,346,000		
1917	558,000		4,560,000	\$56,164,000	
1918	562,000		5,150,000	47,952,000	
1919	472,000		3,936,000	19,518,000	
1920	390,000		1,900,000	11,979,000	
1921	272,000		2,171,000	16,130,000	
1922	226,000		2,750,000		

\*Crop not yet sold.

Owing to the fact that there was comparatively no carryover from the 1921 crop, and that there was a shortage in most of the varieties in the 1922 crop, prices for this crop are lustily profitable to the growers.

The years 1917-1918 were under war-time conditions and naturally above the average, but indicate what can be done in the raising of beans should necessity or public welfare demand it.

There will also be noted a steady decrease in acreage and production from 1919 to 1921, due to the tremendous importation of Oriental beans, valued at millions of dollars. This was made possible owing

to the very small import duty of 10 cents a 100-lb. sack, which was in force until the latter part of 1921, when, thanks to the California Bean Growers' Association, an emergency tariff, and in September, 1922, a permanent tariff, of 1 1/4 cents a pound, or \$1.75 a sack, was secured through Congress.

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From a comparative standpoint, among the six principal bean-producing States of the country, California in 1917 grew in excess of 50 per cent of the total product of the country; in 1918 the same; in 1919, 23 per cent; in 1920, 20 per cent, and in 1921 regained its lead over the other States with nearly 50 per cent of the grand total, Michigan being the second in the list.

The principal bean-growing sections in the northern part of the State are located in the lower portions of the Sacramento and San Joaquin valleys, where the large white, pink, cranberry, Mexican red and bayo beans are produced, the latter valley also producing blackeyes and Henderson bush, or what is known as the baby-lima. Red kidneys are also grown in considerable quantities in both sections.

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The principal varieties grown in the central coastal regions, comprising Monterey, San Luis Obispo, Santa Barbara and Ventura counties, are the small white, or navy beans, and linas, Ventura county producing the latter in large quantities. During the past two years this section has also grown some of the colored varieties, principally Mexican reds and red kidneys. Los Angeles, Orange, San Bernardino, Riverside and San Diego counties produce principally linas, blackeyes and some red kidneys.

In the Sacramento and San Joaquin valleys, particularly the former, beans are used for double cropping, that is, barley and wheat are harvested in May and June and the land is then irrigated and planted to beans, thus insuring to the rancher a twofold profit from his acreage. Few other crops can be used as a second crop on as large a scale or as successfully as can beans. Because of our soil, moisture and climatic conditions no other State produces so large an average yield per acre as does California.

## GREAT INCORPORATION TO

FARM IN HOLLAND 1923  
Sacramento 3-16  
DISTRICT  
Independent Leader

Woodland, Mar. 10.—Way was paved yesterday for the filing of articles of incorporation with County Clerk Harry R. Saunders and a deed with County Recorder Le R. Pierce for another development enterprise in the Holland Land District in Butte and Yuba counties. It will be a \$250,000 concern engaged exclusively in agricultural and horticultural enterprises.

W. P. Darsie of Isleton, W. N. L. Hutchinson of Walnut Grove and Percy L. Pettigrew of San Francisco filed articles of incorporation of the Darsie, Hutchinson and Pettigrew company to engage in the development of 683.47 acres of land in the Holland Land project. The capital stock is a quarter of a million and the principal place of business in San Francisco.

Darsie, Hutchinson and Pettigrew and their wives also filed a deed here conveying the lands owned individually by them in the Holland district to the corporation. The deed shows that there is a mortgage of \$37,500 on the lands conveyed to the corporation, which plans to engage in all sorts of business which had to do with land development.

REAL ESTATE 1923-G-6

THE SAN FRANCISCO JOURNAL AND DAILY

## "MONEY" GROWS ON THESE TREES



Scene in the rich orchard country opposite Clarksburg, fifteen miles down river from the state capitol.



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Withinately ca choicest the far-fl into San a world Fronting city, the was once filled in enriched ginal land or seven of silt-lac good dra into a na face conc

Fully irrigated trically d proved b combinat trolled m transport growing c tain reso profitable moisture provides use for im

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# A FARM IN CALIFORNIA

By J. V. MENDENHALL.



"A Farm in California," in Holland Tract Near Clarksburg



**W**HERE can you say to the average man in any of the other forty-seven states, "A farm in California!" without producing a thrill? Could a composite expression of the eager hopes and high ambitions of countless thousands in less favored regions of the land be obtained, who doubts that this would be the outstanding "air caste"? To those who have searched the land for the setting of their hopes, the Golden Gate, its twilight benediction is deepened in knowledge that here is indeed the promised land, the mecca of all the host whose gaze is westward turned.

Within a Holocene stone's throw, as it were, of California's stately capital at Sacramento can be found a cross-section of the choicest development of the great interior valley of California, the far-flung surrices of the funnel whose mouth emptying into the San Francisco bay has made the delta on the seven hills a world port, the center of the commerce of the West. Fronting the Sacramento river, fifteen miles south of the capital city, the Holland tract is in the heart of the deposits of what was once a natural drainage reservoir, which has been gradually filled in by overflow sediments 20 feet deep in places—and the Holland tract is a part of the great delta of the Sacramento. Upland lands along the river and natural channels are built up seven or seven feet higher than the interior land from these deposits of silt-laden waters of the streams. Thus Nature has provided good drainage of this vast, highly fertilized, deep garden bed of the Sacramento valley, the characteristic of the surface condition of lands of this type.

Fully protected against frost, high water and drained, irrigated by means of a ditch system and large, modern, electrically driven pumps, with its great productivity thoroughly proved by years of heavy crops, this property now offers a combination of fertile soil, equable climate, plentiful and controlled moisture supply, a strategic position as to markets, cheap transportation, canneries, and to the attractions of three large, growing cities, and to upper California's woods, streams, mountains and resorts and ocean beaches that is nowhere equalled for profit and pleasure. The property has fertile soil, climatic, moisture and location advantages are as nearly perfect as nature provides and such as to assure the highest values and maximum use for intensive farming and home purposes.

A WIDE VARIETY OF CROPS

In the center of a wealthy surrounding section, it is noted for a very wide range of products; but more particularly for

Bartlett pears, cherries, peaches, prunes, plums, alfalfa, asparagus, onions, potatoes, commercial seed, sugar beets, celery, beans, peas, spinach, grain, corn and garden truck. Yields of 25 sacks of beans, 35 sacks of wheat, 26 tons of sugar beets, 50 sacks of barley and like returns per acre of other crops are not uncommon.

With sevenfifty miles of graded roads lined with black walnut shade trees giridoning the property, a paved highway to Sacramento, numerous passenger and freight boat lines on the Sacramento river and the rapid service of the San Francisco-Oakland Ferry, the property is one of the best in the State. Three hours from San Francisco and a half hour from Sacramento, the Holland properties are served by unusual transportation.

Of the 26,000 acres originally owned by the company over 23,000 acres have been sold chiefly to former tenants and to farmers who have been enabled to develop the land, to improve the lands and their productive capacity. And as the peopling and expansion of the 50,000-acre agricultural community behind it progresses, Clarksburg, the town shipping point on the river, begins to take its place among oncoming California communities.

## THE CITY MAN AS A FARMER

With the increasing availability of the automobile and the constant construction of good roads, Californians can find but little time these days for failing to keep pace with agricultural development. And those who depart from the beaten paths are going to be rewarded. The big rivers always flow by the big cities, true enough, as the old lady on highway 99 first sighting trip, somewhat nonplused by the coincidence, remarked, but the main arteries between centers of population do not always tap the most prolific sources of wealth. Even so the river road between Sacramento and the bay cities has been officially designated as the route for the transcontinental Victory highway.

On a pedestal of unconcealed envy among friends and neighbors stands the man who on a frequent Saturday morning volunteers the announcement, in the most off-hand way, that he is going "up to the ranch over Sunday." There, we may be sure, he is watching with eager eyes and zealous care the molding of a long-cherished dream, today a growing reality that looms larger in his picture of the years ahead. He is building out of fundamentals, with the handiwork of nature, a structure that for him and his will ease the relentless economic pressure against which the world battles.

## LAND THE BASIC SECURITY

It seems but yesterday in the history of our own country that California was a vast expanse of grain and grazing land, a vista of the great outdoors apparently unimpeded by man. But it was inevitable that this elemental wealth should be utilized with an accelerated speed, and now Californians are awakening to the realization that good land is increasingly harder to get as the years go by. The state has been gaining 100,000 people a year, and the figures show, the number of people per acre of farmland has increased 33.4 per cent. The state's farms has increased 33.4 per cent, but the acreage has decreased 21.8 per cent during the last ten years. Today the far-seeing man, farmer or farmer-to-be, is securing his future by getting ownership of a good piece of well-located land. The basic things persist, the coveted reward of the warrior lords of the past. The land is the fundamental security, and ownership of land marks the man of purpose and capacity—it is the index of good citizenship.

There has developed in the last year a new and keener recognition of the interdependence of the city and its tributary territory. This broadened attitude on the part of the progressive, aggressive men of affairs of city and country means much to the expeditious development of all California. Soon the last of the fair priced Holland land parcels will be gone, and with them the opportunity to begin the tree and other improvement which will surely make \$1000 and \$2000 an acre farm homesites.

*S. F. Colby 3-17-22*  
**Holland Land Sugar**  
**Beet Area Enlarged**

**Clark'sburg, Md.**  
CLARKSBURG, Elong County, March 17.—More than eight times the 1922 acreage of sugar beets is planted out this season in the Holland land district, centering here, an aggregate of 4000 acres. Many land owners have applied for electric power for irrigating sugar beets following the extension of the power line. Evidently the spreading recognition of the adaptability of this district for sugar beets, the American Sugar Company in its annual report referred to the fact that some of the best yields and choicest beets came from the Holland land district.

High Returns on Sugar Beet Crop

CLARKSBURG, March 10. — Gross returns of \$190 an acre have been realized by Holman Bros. from a field of 125 acres of sugar beets in the Holland Land tract. The yield was 2470 tons, or 19% contents to the acre, the sugar content being 19 per cent—regarded here as strikingly high on so heavy a tonnage. The high returns on sugar beets from this district, of which the yield just reported is not extraordinary evidence, are attributed to a soil high in humus, capable of holding moisture and yet well drained. Controlled subirrigation has greatly facilitated the culture of sugar beets in this down river section. See 1.

## Electric Power of Beet Cultivation

CLARESBURG, March 17.—There are 4000 acres in sugar beets in the Holland land district this season, more than eight times the acreage of 1922. Following the extension of the power line, many land owners are applying for electric power for the irrigation of beets.

Heavy fields coincident with high sugar content has attracted attention of farmers and sugar beet men to the sediment lands heretofore neglected. In its annual report, the Alameda Sugar Company declared that some of the best yields and choicest beets came from the Holland land district.

Woodland Vineyard  
4000 ACRES IN  
SUGAR BEETS IN  
CLARKSBURG DIST.

1923 3-17

There are 4,000 acres in sugar beets in the Holland Land district near Clarksburg this season, more than eight times the acreage in 1922. Following the extension of the power line, many land owners are applying for electric power for the irrigation of beets. Heavy yields coincident with high sugar content have attracted attention of farmers and sugar beet raisers in the sediment lands hereabout. In its annual report the Alameda Sugar Company declared that some of the best yields and choicest beets came from the Holland Land district.

HOLLAND LAND  
PLANTS MORE  
1927  
3-25 SUGAR BEETS  
Oakland Tribune

CLARKSBURG, Yolo County. Many 14. More than eight times the 1922 acreage of sugar beets is set out this season in the Holland Land district centering here—an aggregate of 4000 acres. Many land owners have applied for electric power for irrigating sugar beets, showing the extension of the power system is increasing the spreading recognition of the adaptability of this district for sugar beets, the Alameda Sugar company, in its annual report, referred to the fact that some beets here best yields and choicest beets come from the Holland Land district.

Dakland Tribune  
SUGAR BEETS A  
PROFITABLE CRO

CLARKSBURG, Mar. 10.—Gross returns of \$190 an acre have been realized by Holmes Bros, from a field of 125 acres of sugar beets in the Holland Land tract. The

Yolo County Beet  
J.F.E. Yield Octuples

CLARKSBURG, Yolo County  
March 16.—There are 4,000 acres in sugar beets in the Holland land district this season, more than eight times the acreage of 1922. Following the extension of the power line, many land owners are applying for electric power for the irrigation of beets.

DCM. 3-17-23  
More Beets on  
Holland Lands

CLARKSBURG, March 16. There are 4000 acres in sugar beets in the Holland Land district this season, more than eight times the acreage of 1922. Following the extension of the power line, many land owners are applying for electric power for the

## SUGAR BEETS TO FEATURE DISTRICT

(Social to the Mail)

CLARKSBURG, March 15.—More than eight times the 1922 acreage of sugar beets is set out this season in the Holland Land district centering here—an aggregate of 4000 acres.

Many land owners have applied for electric power for irrigating sugar beets, following the extension of the power line.

Evidencing the spreading recognition of the adaptability of this district for sugar beets, the Alameda Sugar Company, in its annual report, referred to the fact that some of the best yields and choicest beets come from the Holland Land district.

HOLLAND LAND 1923  
PLANTS MORE 3-25

# SUGAR BEETS

*Clark County*

CLARKSBURG, Yolo County, March 24.—More than eight times as much sugar beet seed was planted in the 1922 acreage of sugar beets is cut out this season in the Holland and district centering here—an increase of 4000 acres. Many growers have applied for electric power for irrigating sugar beets, following the extension of the power line. Evidencing the growing recognition of the adaptability of this district for sugar beets, the Alameda Sugar Company, in its annual report, referred to the fact that some of the best yields and choicest came from the Holland Land district.

1923-3-11

yield was 2470 tons, or 19% tons to the acre, the sugar content being 19 per cent—regarded hereabout as strikingly high on so heavy a tonnage. The high returns on sugar beets from this district, of which the yield just reported is not extraordinary, are attributed to a soil high in humus, capable of holding moisture and yet well drained. Controlled subirrigation has greatly facilitated the culture of sugar beets in this down river section.

**BET ACREAGE INCREASED**  
**Holland Land District**  
**Noted Producer**

CLARKSBURG, March 16.—More than eight times the 1922 acreage of sugar beets is set out this season in the Holland Land district centering between aggregate 40 and 45 acres. Many land owners have applied for electric power for irrigating sugar beets, following the extension of the power line. Evidencing the spreading recognition of the adaptability of this district for sugar beets, the Alameda Sugar Company, in its annual report, referred to the fact that some of the best yields and choicest beets come from the Holland Land district.

*S.F. CHAM. 3-17-23*  
**Heavy Acreage in  
Sugar Beets Set On**

CLARKSBURG, March 16.—More than eight times as much 1932 acreage of sugar beets is being planted out this season in the Holland Land district centering here. An aggregate of 4000 acres. Many land owners have applied for electric power for irrigating sugar beets following the extension of the power line. Evidencing the spreading recognition of the adaptability of this district for sugar beets, the Alameda Sugar Company in its annual report has referred to the fact that some of the best yields and choicest beets come from the Holland Land district.

March 28, 1923  
31 23, 1923  
INDEPENDENT-LEA

# BEEHIVE BRAND HOLLAND LAND NEARS 4000

Clarksburg, Mar. 21. — More than eight times the 1922 acreage of sugar beets is set out this season in the Holland Land District containing 3,000 acres — an aggregate of 4000 acres. Much of the land here has been irrigated by power for irrigating sugar beets, following the extension of the power line. Evidencing the spreading reputation of the adaptability of this variety for sugar beets, the Almond Sugar Company, in its annual report referred to the fact that some of the best yields and colored beets have been from the Holland Land District.

SF. 13 ~~14~~ 14-27  
More Roads for  
Clarksburg Section

CLAINSBURG, April 14—Contract has been let by the Yolo County Board of Supervisors for another unit in the paved road on the west side of the Sacramento River. Between this point and Sacramento the new unit will extend from Riverview Station to the concrete road in Clainburg. In the interim, the contract also provides for the repaving of portions of the county road which show signs of wear.

The county plans to continue the concrete road for another six-mile stretch of the Lisbon road to the bridge as soon as the first unit is complete. A lateral connection improvement on Jefferson boulevard in Clainburg, where the highway tract is being pushed forward.



1923-16-3

WOODLAND DAILY DEMOCRAT, WOODLAND,

# Holland Land Co. Elects Old Heads Again

All the officers and directors of the Holland Land Company were re-elected at the annual meeting held at the executive offices in San Francisco Wednesday, President, J. V. Mendenhall; vice-president, William Timson; vice-president, A. J. Ottem; other directors: John H. Wheeler, Lawrence Harris, A. C. Parsons, John Daniel, W. A. Richardson, E. S. Dulin; general manager, Gus Olson; secretary and treasurer, G. E. Trezise; assistant secretary, Fred Maurath, Jr.

President Mendenhall presented his annual report to the stockholders, covering the year's activities and progress, wherein he presented figures indicating that the reclamation and major development of the Holland tract for the benefit of California a source of new wealth already exceeding \$10,000,000.

In his report to the stockholders, Mendenhall emphasized the following points in the company's development last year:

The significant event in the progress of the Holland Land Company since the last annual meeting was the land sold to our land purchasers by the Federal and Joint Stock Banks and other banks of a sum in excess of \$1,800,000. These loans assisted thirty-nine buyers to pay the company in full on 5,378,695 acres.

Second trust deeds securing balances aggregating \$288,464.68, an average of \$57.17 an acre, were taken back by the company in thirty other cases. Payments thereon are spread over the next eight years.

The average first mortgage loan bank was \$100 an acre. Second bank loan was \$100 an acre. The cause of the payments received as a result of these loans, the company will reduce the \$853,700 of bonds still outstanding on June 1, the remainder of a bonded debt which once reached a maximum of \$2,226,000.

Cash discounts allowed to buyers, averaging 5 per cent, stimulated the consummation of these transactions and totalled \$29,277.29, which, however, has been offset by a corresponding increase in the list sales value of land still unsold.

Buyers who are now comfortably financed with two or three first mortgages can concentrate on payment of the second mortgages held by the company and also proceed safely with their building, orchard and other improvements.

provements. This debt shift, or long-term purchaser refinancing company to deal with buyers and placed both company and buyers in a safer position and strengthened the whole community status.

Moreover, the termination of the trust deed requirement that the company \$175 an acre to secure releases will enable the company to deal with buyers on more liberal terms as to annual payments, interest and other matters in the sale of the remainder of its lands.

Although the demand for farm lands continued dull during 1922 the company sold from January 1, 1922, to date 1,043,099 acres for \$371,488.11, averaging \$34.83 an acre.

The company still owns 3,072,576 salable farming acres, the list sales price being \$347.10 an acre, or a total of \$1,066,488.87. This should be added the list sales price of the territory amounting to \$65,700, giving a grand total of \$1,132,188.87, which exceeds the balance sheet book value by \$313,079.68.

In this connection we estimate on the basis of expected sales value realization, after deducting liabilities and fixed future factors, that the book value of the stock is still in excess of \$100 per share, 250 or more, and gradually go to earned surplus as the profit proportion of land sale payments are received.

In the final working out of the company in the next few years, derived from contract interest and rents will decrease, as will overhead also after one year. Dividends will be continued from earned surplus until the land sale profits are absorbed, and thereafter the outstanding dividends will be paid.

The rate of dividend disbursement will depend of course, upon the time required to sell the remaining lands, and upon fluctuations and the progress of liquidation of present contracts, all of which are indeterminate factors. In any event your directors will continue to consider safety foremost in connection with the future dividend policy.

The Clarksburg Nursery Company, financially backed by the company, sold and shipped over 256,000 trees and seedlings at a return of \$44,600, and is gradually building a reputation for the next eight years.

The average first mortgage loan bank was \$100 an acre. Second bank loan was \$100 an acre. The cause of the payments received as a result of these loans, the company will reduce the \$853,700 of bonds still outstanding on June 1, the remainder of a bonded debt which once reached a maximum of \$2,226,000.

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healty character and desirability of its young tree stock.

Your directors find satisfaction in stating that the Holland Land Company and its predecessor earned and paid out to investors a total of \$1,261,916, the way of interest on loans and original land purchases, bond interest and discount, profits, and dividends. Over \$350,000 was reinvested from earnings.

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The rate of dividend disbursement will depend of course, upon the time required to sell the remaining lands, and upon fluctuations and the progress of liquidation of present contracts, all of which are indeterminate factors. In any event your directors will continue to consider safety foremost in connection with the future dividend policy.

The Clarksburg Nursery Company, financially backed by the company, sold and shipped over 256,000 trees and seedlings at a return of \$44,600, and is gradually building a reputation for the next eight years.

The average first mortgage loan bank was \$100 an acre. Second bank loan was \$100 an acre. The cause of the payments received as a result of these loans, the company will reduce the \$853,700 of bonds still outstanding on June 1, the remainder of a bonded debt which once reached a maximum of \$2,226,000.

Cash discounts allowed to buyers, averaging 5 per cent, stimulated the consummation of these transactions and totalled \$29,277.29, which, however, has been offset by a corresponding increase in the list sales value of land still unsold.

Buyers who are now comfortably financed with two or three first mortgages can concentrate on payment of the second mortgages held by the company and also proceed safely with their building, orchard and other improvements.

## Holland Land Company Officers Are Elected

SAN FRANCISCO, Mar. 15.—Officers and directors of the Holland Land Company were re-elected at the succeeding term at the annual meeting of the company, which was held yesterday afternoon as follows:

President, J. V. Mendenhall; vice-president, A. J. Ottem; directors: William Timson, general manager, Gus Olson, secretary and treasurer, J. E. Trezise; directors: John H. Wheeler, Lawrence Harris, A. C. Parsons, John Daniel, W. A. Richardson, E. S. Dulin.

The directors passed a resolution ordering the redemption of bonds outstanding at \$337,700, on June 1st. This will clear the company of all bonded indebtedness.

## HOLLAND LAND ELECTIONS

President J. V. Mendenhall, Vice-Presidents William Timson and A. J. Ottem and other retiring officers and directors of the Holland Land Company were re-elected for the ensuing year yesterday.

## HOLLAND LANDS ELECTION.

The outgoing board of directors of the Holland Land Company and the retiring officers, headed by J. C. Mendenhall, were re-elected yesterday at the annual meetings of stockholders and directors of the company.

## Yolo County Board of Supervisors to Build New Unit of Highway

The contract has been let by the Yolo county board of supervisors for another unit in the paved road on the west side of the Sacramento river between Clarksburg and Sacramento.

The new unit will extend from Riverview Station to the concrete road in West Sacramento, the contract also providing for the repaving of portions of the county road which show signs of wear.

The county plans to continue the highway along the entire six-mile stretch of the Lisbon levee station as soon as the first unit is complete. As a lateral connection, improvement on Jefferson boulevard in the Holland Land company's tract is being pushed forward.

President J. V. Mendenhall, vice-president, William Timson; vice-president, A. J. Ottem; other directors: John H. Wheeler, Lawrence Harris, A. C. Parsons, John Daniel, W. A. Richardson, E. S. Dulin; general manager, Gus Olson; secretary and treasurer, G. E. Trezise; assistant secretary, Fred Maurath, Jr.

President Mendenhall presented his annual report to the stockholders, covering the year's activities and progress, wherein he presented figures indicating that the reclamation and major development of the Holland tract for the benefit of California a source of new wealth already exceeding \$10,000,000.

The significant event in the progress of the Holland Land Company since the last annual meeting was the land sold to our land purchasers by the Federal and Joint Stock Banks and other banks of a sum in excess of \$1,800,000. These loans assisted thirty-nine buyers to pay the company in full on 5,378,695 acres.

Second trust deeds securing balances aggregating \$288,464.68, an average of \$57.17 an acre, were taken back by the company in thirty other cases. Payments thereon are spread over the next eight years.

The average first mortgage loan bank was \$100 an acre. Second bank loan was \$100 an acre. The cause of the payments received as a result of these loans, the company will reduce the \$853,700 of bonds still outstanding on June 1, the remainder of a bonded debt which once reached a maximum of \$2,226,000.

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Buyers who are now comfortably financed with two or three first mortgages can concentrate on payment of the second mortgages held by the company and also proceed safely with their building, orchard and other improvements.

provements. This debt shift, or long-term purchaser refinancing company to deal with buyers and placed both company and buyers in a safer position and strengthened the whole community status.

Moreover, the termination of the trust deed requirement that the company \$175 an acre to secure releases will enable the company to deal with buyers on more liberal terms as to annual payments, interest and other matters in the sale of the remainder of its lands.

Although the demand for farm lands continued dull during 1922 the company sold from January 1, 1922, to date 1,043,099 acres for \$371,488.11, averaging \$34.83 an acre.

The company still owns 3,072,576 salable farming acres, the list sales price being \$347.10 an acre, or a total of \$1,066,488.87. This should be added the list sales price of the territory amounting to \$65,700, giving a grand total of \$1,132,188.87, which exceeds the balance sheet book value by \$313,079.68.

In this connection we estimate on the basis of expected sales value realization, after deducting liabilities and fixed future factors, that the book value of the stock is still in excess of \$100 per share, 250 or more, and gradually go to earned surplus as the profit proportion of land sale payments are received.

In the final working out of the company in the next few years, derived from contract interest and rents will decrease, as will overhead also after one year. Dividends will be continued from earned surplus until the land sale profits are absorbed, and thereafter the outstanding dividends will be paid.

## Yolo Bulletin

1923-3-26

## THE PROGRESS OF THE YOLO COUNTY BOARD OF SUPERVISORS

Reclamation of many acres of land has been carried on successfully near Clarksburg by the Holland Land Company, which in its annual report issued March 14, shows a progress which speaks well for the future in the prosperity march of California.

Ground was broken recently for the \$75,000 Union High School at Clarksburg and the county has spent \$46,000 in the last year for gravelling one of the main roads. Sixteen miles of new power line have been built. Owners of the farms in the tract continue to build attractive homes and the area is assuming the appearance of a well-settled community.

In 1922 crops in the Clarksburg district were satisfactory both as to yield and prices—beans, asparagus and sugar beets paying well, with barley, alfalfa, potatoes and onions showing a small profit. The asparagus and the orchard plantings were increased by several thousand acres.

One of the most significant events of the year's progress was the lending to the land purchasers by the Federal and Joint Stock Land Banks and other banks of a sum in excess of \$1,800,000. These loans assisted thirty-nine buyers to pay the Holland Company in full on the purchase of 5,378,695 acres. Second trust deeds securing balances aggregating \$288,464.68, an average of \$57.17 per acre, were taken back by the company in thirty other cases. Payments on these second trust deeds are spread over a period of eight years.

The company plans to redeem the \$537,700 outstanding bonds on June 1, which is the last of a bonded indebtedness which at one time reached a total of \$2,226,000.

J. V. Mendenhall is president of the Holland company. Other officers of the company are: William Timson, vice-president; A. J. Ottem, vice-president; John H. Wheeler, Lawrence Harris, A. C. Parsons, John Daniel, W. A. Richardson and E. S. Dulin, directors; Gus Olson, general manager; G. E. Trezise, secretary and treasurer, and Fred Maurath, Jr., assistant treasurer.

## Yolo Supervisors Let Road Contract

CLARKSBURG, April 12.—The Yolo county Board of Supervisors has let a contract for another unit in the paved road on the west side of the Sacramento river between Clarksburg and Sacramento. The new unit will extend from Riverview Station to the concrete road in West Sacramento, the contract also providing for the repaving of portions of the county road which show signs of wear. A lateral connection, improvement on Jefferson boulevard in the Holland Land company's tract is being pushed forward.

## Clarksburg Road Pavement Ordered

CLARKSBURG, April 14.—The Yolo county Board of Supervisors has let a contract for another unit in the paved road on the west side of the Sacramento river between Clarksburg and Sacramento. The new unit will extend from Riverview Station to the concrete road in West Sacramento, the contract also providing for the repaving of portions of the county road which show signs of wear. A lateral connection, improvement on Jefferson boulevard in the Holland Land company's tract is being pushed forward.

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## HOLLAND LAND CO. MAKING SALES

1923-3-26

CLARKSBURG, April 7.—Sustained activity in country land sales, notably in high-value crops and alfalfa, is indicated in the announcement of sales just closed by the Holland Land Company, which is planning announced sales of two weeks ago. King Fernandez, Clarksburg, purchased 40 acres; J. C. Marshall of Woodland 79 acres; and Anna V. King of Berkeley 20 acres. All in the Holland tract. Following their purchases last month of 50 acres of land, N. T. Lawlor and George C. Lawlor, of the latter, have purchased the general store.

## Two Large Holland Tracts Purchased

CLARKSBURG, March 24.—F. A. Cooper, of Davis, and C. E. Mitchell, of this point, bought acreage in the Holland Land district this week, the former taking a parcel of 80 acres, and the latter, thirty-six acres. 1923-3-24

CLARKSBURG, March 24.—F. A. Cooper, of Davis, and C. E. Mitchell, of this point, bought acreage in the Holland Land district this week, the former taking a parcel of 80 acres, and the latter, thirty-six acres. 1923-3-24

## Holland Land Sales Amount To \$135,000 Since First Of Year

F. A. Cooper of Davis and C. E. Mitchell of this point bought acreage in the Holland Land district this week, the former taking a parcel of 80 acres, and the latter, thirty-six acres. Both tracts are of sedentary character, adapted to intensive, diversified agriculture. Since the beginning of the year sales in the Holland Land district alone have aggregated in excess of \$135,000, exclusive of transactions in townsite lots.

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S.F. Bulletin

1923-3-26

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## Oakland Tribune Centers Organizing Grain Exchanges

WOODLAND, April 8.—Farm centers of Madison, Winters, Yuba, Marysville, Clarksburg and Woodland are organizing grain exchanges this week at meetings to be held nightly in those districts. It is planned, that the whole country shall join the state farm bureau's grain exchange and reap the benefits of co-operation. Local grain producers are enthusiastic over the prospect of an exchange taking in the entire county and are assisting bureau heads in the work of organization. 1923-4-3

## GRAIN EXCHANGE PLANNED

Clarksburg, Yolo County, is Much Interested

CLARKSBURG, April 6.—Preliminary steps were taken yesterday of the Clarksburg center of the Yolo county farm bureau, evening looking toward the organization of a grain exchange as part of the state farm bureau's plan to operate with the state farm bureau exchange in the marketing of the grain crops. Similar meetings had been held in Madison, Woodland and Marysville, and the final meeting is to be held at Clarksburg. The meeting was held at the Clarksburg center of the Yolo county farm bureau, evening looking toward the organization of a grain exchange as part of the state farm bureau's plan to operate with the state farm bureau exchange in the marketing of the grain crops. Similar meetings had been held in Madison, Woodland and Marysville, and the final meeting is to be held at Clarksburg. The meeting was held at the Clarksburg center of the Yolo county farm bureau, evening looking toward the organization of a grain exchange as part of the state farm bureau's plan to operate with the state farm bureau exchange in the marketing of the grain crops. Similar meetings had been held in Madison, Woodland and Marysville, and the final meeting is to be held at Clarksburg. The meeting was held at the Clarksburg center of the Yolo county farm bureau, evening looking toward the organization of a grain exchange as part of the state farm bureau's plan to operate with the state farm bureau exchange in the marketing of the grain crops. Similar meetings had been held in Madison, Woodland and Marysville, and the final meeting is to be held at Clarksburg. The meeting was held at the Clarksburg center of the Yolo county farm bureau, evening looking toward the organization of a grain exchange as part of the state farm bureau's plan to operate with the state farm bureau exchange in the marketing of the grain crops. Similar meetings had been held in Madison, Woodland and Marysville, and the final meeting is to be held at Clarksburg. The meeting was held at the Clarksburg center of the Yolo county farm bureau, evening looking toward the organization of a grain exchange as part of the state farm bureau's plan to operate with the state farm bureau exchange in the marketing of the grain crops. Similar meetings had been held in Madison, Woodland and Marysville, and the final meeting is to be held at Clarksburg. The meeting was held at the Clarksburg center of the Yolo county farm bureau, evening looking toward the organization of a grain exchange as part of the state farm bureau's plan to operate with the state farm bureau exchange in the marketing of the grain crops. Similar meetings had been held in Madison, Woodland and Marysville, and the final meeting is to be held at Clarksburg. The meeting was held at the Clarksburg center of the Yolo county farm bureau, evening







¶ Paper Circulates in Byron, Tracy, Bethany, Livermore, much of the Delta Country, and in Stockton

# BYRON TIMES

17TH YEAR

BYRON, CONTRA COSTA COUNTY, CALIFORNIA, FRIDAY, MARCH 23, 1923

## HOLLAND LAND CO.'S REPORT IS ENCOURAGING Great Is the

**President J. V. Mendenhall Declares Development of Tract Has Created Source of New Wealth Exceeding \$10,000,000.**

**4000 Acres in Sugar Beets—Clarksburg Nursery, Owned by Company, Shipped 286,000 Trees at a Return of \$44,500.**

THE annual report of the Holland Land Company, located in the great Sacramento River Delta section, is highly encouraging. President J. V. Mendenhall, who is also president of the California Delta Farms, presents a picture of the future that is not unduly optimistic.

He pays tribute to the original stockholders and bondholders—also Lee A. Phillips and his associates "who had that faith in the mighty project which made it possible to bring it to its present status; a faith and capital support which has built a tangible thing which will continue indefinitely to be one of California's wealth and prosperity producing assets."

Mr. Mendenhall declares the statement can be ventured "that the reclamation and major development of this tract has created for the benefit of California a source of new wealth already exceeding \$10,000,000.

Although the demand for farm lands continued dull during 1922 the company sold during the year 1062 acres for \$371,488, averaging \$348 per acre. The company still owns 3072 acres salable farm lands.

Beans, asparagus and sugar beets paid well last year. The asparagus and orchard plantings were increased by several thousand acres.

Ground was broken recently for the new \$75,000 union school building and auditorium at Clarksburg, the thriving little river city on the tract, and the county—Yolo—spent \$40,000 graveling one of the main roads. Sixteen miles of new power line was built, serving 50 consumers. Owners are building attractive homes, and the wonderful tract is gradually assuming the appearance of a well-settled community.

The Clarksburg Nursery Company, financed by the Holland Land Co., sold 286,000 trees and seedlings at a return of \$44,500, and is gradually building a reputation for the healthy character and desirability of its young tree stock.

The report continues: "Your directors find satisfaction in stating that the Holland Land Company and its predecessors earned and paid out to investors a total of \$1,562,000 in the way

(Continued on Page Two.)

## HOLLAND'S SUGAR BEET HARVEST TO BE HUGE

CLARKSBURG, Yolo County, April 28.—With 3800 acres planted in sugar beets, the harvest from the Holland Land District this season promises to run from 60,000 to 70,000 tons. The figure was announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than seventeen tons to the acre.

After a two-day inspection of the company's properties here President J. V. Mendenhall of the Holland Land Company expressed here optimistic predictions regarding the season's harvest of varied crops. He made the survey of the district in company with General Manager Gus Olson.

This down river point is again becoming the rendezvous of outing parties and of Sacramento folk, who are keen to watch the development of Sacramento's tributary agricultural area.

## Crop Prospects Are Excellent

CLARKSBURG (Cal.), April 27.—J. V. Mendenhall, president of the Holland Land Company, left yesterday after a two-day inspection of the company's properties with General Manager Gus Olson, preliminary to the start of seasonal development activities. Crop prospects were reported to be excellent. With spring weather set in, Clarksburg is again attracting outing parties and is becoming the rendezvous of those interested in watching the development of Sacramento's tributary agricultural area.

## Holland Land Men Inspect Properties

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## HOLLAND LAND CO.'S REPORT ENCOURAGING

(Continued from Page One.)

of interest on loans and original land purchases, bond interest, dividends, etc. Over \$350,000 was reinvested from earnings."

There are 4000 acres in sugar beets, more than eight times the acreage in 1922. Following the extension of the power line, many land owners are applying for electric power for the irrigation of beets.

Heavy yields, coincident with high sugar content, have attracted attention of farmers and sugar beet men to the sediment lands there.

In its annual report the Alameda Sugar Company declared that some of the best yields and choicest beets came from the Holland district.

All of the officers and directors of the Holland Land Company were re-elected, as follows:

President, J. V. Mendenhall; vice-president, William Timson; vice-president, A. J. Ottum; other directors, John H. Wheeler, Lawrence Harris, A. C. Parsons, John Daniel, W. A. Richardson, E. S. Dulin; general manager, Gus Olson; secretary and treasurer, G. E. Trezise; assistant secretary, Fred Maurath, Jr.

## MENDENHALL VISITS HOLLAND LANDS

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## Big Crop of Sugar Beets Looked For

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REAL ESTATE 4-28-23

THE SAN FRANCISCO JOURNAL AND EXAMINER

SUNDAY

WOODL

## HOW POTATOES GROW



Last year's crop of new potatoes showing their remarkable growth on the deep sediment lands of the Holland Land Company tract at Clarksburg

## CLARKSBURG IS INSPECTED

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## Visitors at Clarksburg Survey Holland Tract

Making a survey of the larger colonization projects and prospective projects of the state, the directors of the recently organized California Approved Land Settlement association spent a half day at Clarksburg this week.

With Gus Olson, president of the Yolo County Farm Bureau and general manager of the Holland Land Company, as pilot, the visitors were driven over the 50,000-acre tract to get some comprehension of what had been accomplished in five years in creating new wealth estimated to exceed \$10,000,000.

## Irrigation System At Holland Land

CLARKSBURG, Yolo Co., April 21.—Intensive development of the small-parcel acreages adjacent to the Sacramento river front at this point is anticipated in the installation of the irrigation system by the Holland Land Company for its subdivision 9A, concrete pipe for which is on hand.

This area is benefited by the plan of community betterment developed by an authority on town planning. It provides for parking and recreational areas and other aspects of advanced rural community life.

## Holland Land Co. Seeks Ban On Using Rivers

Irrigation companies that have been formed within the past 25 years for using the waters of the Sacramento and San Joaquin rivers and all tributaries are sought to be enjoined from such use in a suit filed in the superior court of San Joaquin county at Stockton. The suit is brought by the Holland Land Company, whose extended holdings are located in the vicinity of Clarksburg, Yolo county, and 143 other plaintiffs against over 500 defendants, including corporations, municipalities and landowners.

Among the defendants named are the city of Sacramento, city and county of San Francisco, state fish and game commission, state department of public works, division of land settlement, Delta Farms, Inc., and all irrigation districts between Sacramento and Lathrop.

The plaintiffs pleaded that from time immemorial they have enjoyed the riparian rights of the streams, and they seek to enjoin the defendants from diverting, taking or using the waters of any of the streams named, which include, in addition to the two major rivers, the Fresno, Chowchilla, Mokelumne, Merced, Stanislaus, American, Calaveras, Yuba, Feather, Pit and McCloud rivers, in addition to other streams.

Plaintiffs claim crops are dependent upon the use of the waters and that the large diverting of the waters tends to diminish the flow of water and plaintiffs are damaged by such diversion and use.

## River News - Mar. 24, '23. Sugar Beets Thrive on Holland Land Tract

There are 4000 acres in sugar beets in the Holland Land district, near Clarksburg, this season, more than eight times the acreage of 1922.

Following the extension of the power line, many land owners are applying for electric power for the irrigation of beets. Heavy yields coincident with high sugar content have attracted attention of farmers and sugar beet men to the sediment lands hereabouts.

In its annual report the Alameda Sugar company declared that some of the best yields and choicest beets came from the Holland land district.







# SAN JOAQUIN DELTA LANDS

*Richer than the Valley of the Nile  
Soil tests have established the fact*



*Thrashing beans—one of the big money crops of the Delta*



*Onion Seed—wouldn't this make your eyes water!*



*Asparagus—good for two to four tons to the acre*



*Every Delta acre does its duty*



*Where water, rail, highway and market meet, Stockton harbor penetrates into the heart of the city*



*Diversity—that's the Delta*



*Onions—the stuff is in the soil*

*Located near San Francisco and Stockton, fronting navigable waterways, these lands have the benefit of cheap rates of transportation*



*Harvesting barley—an important rotation crop of the Delta*

*Then there are potatoes and corn, a variety of staple crops that produce bounteously on these deep soils. Controlled sub-irrigation is an important asset.*



*Ready to ship—in the rancho days San Joaquin County led the nation in barley output*



*Celery—yields run 1200 dozen bunches—and more—to the acre*

*This company, the largest land owner in the Delta, will gladly give you details, without obligation, about its easy payment sales plan. Write, telephone or call.*

## CALIFORNIA DELTA FARMS, inc.

Belding Bldg.—Stockton

Balfour Bldg.—San Francisco

*San Joaquin County ranks 4th among nearly 3000 counties in the United States in crop output—the Delta did it.*

*Pacific Coast Elk, Los Angeles March 1923  
(posted herein by Mrs. C. E. C.)*







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*This company, the largest land owner in the Delta, will gladly give you details, without obligation, about its easy payment sales plan. Write, telephone or call.*

*Celery--yields run 1200 dozen bunches--and more--to the acre.*

## CALIFORNIA DELTA FARMS, inc.

Belding Bldg--Stockton

Balfour Bldg--San Francisco

*San Joaquin County ranks 4th among nearly 5000 counties in the United States in crop output--the Delta did it.*

Pacific Coast EIK, Los Angeles March 1923  
(posted herein by mistake)







# HOLLAND LAND COMPANY-- 3000 ACRES SUGAR BEETS

CLARKSBURG (Yolo County), April 28.—With 3,800 acres planted to sugar beets, the harvest from the Holland Land district this season promises to run from 60,000 to 70,000 tons. The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre.

After a two-day inspection of the company's properties, President J. V. Mendenhall of the Holland Land Company expressed optimistic predictions regarding the season's harvest. He made the survey of the district in company with General Manager Gus Olson.

This down river point is again becoming the rendezvous of outfit parties and of Sacramento folk who are keen to watch the development of Sacramento's tributary agricultural area.

## SPECIAL 1923 Holland Land Buyers Build Improvements

CLARKSBURG, Yolo County, May 4.—Dwellings, barns and outbuildings, some of them of considerable proportions, are now being built by a dozen or more land buyers in the Holland Land Company tract west of here.

Most of these substantial improvements indicate expanding farming operations by those who have already proved for themselves the productivity of these sedentary lands. The rapid peopling of the district has emphasized the need for the new Clarksburg Union School, now under construction.

## WOODLAND MAIL BUILDING ACTIVE 5-7-1923 AROUND CLARKSBURG

CLARKSBURG, May 4.—Dwellings, barns and outbuildings, some of them of considerable proportions, are now being built by a dozen or more land buyers in the Holland Land Company tract west of here.

Most of these substantial improvements indicate expanding farming operations by those who have already proved for themselves the productivity of these sedentary lands.

The rapid peopling of the district has emphasized the need for the new Clarksburg Union School, now under construction.

## DE BUYERS

## Farm Worker Homes Are Being Built in Holland Tract

CLARKSBURG (Yolo County), May 5.—Increasing rural population in the district centering here is indicated in the marked activity in the construction of residences, farm workers' dwellings and other structures now under way, notably in the Holland Land Company tract.

School accommodations are taxed and the building of the new Clarksburg Union School is being pushed forward. With the foundation laid, the framework is rapidly taking shape.

Another evidence of growth is the organization of the Clarksburg unit of the Alfalfa Producers' Association, which has already made its plans for marketing the season's crop. Many new members have been added to the roll.

## CLARKSBURG HETALD Plant 3800 Acres to Sugar Beets

CLARKSBURG, Yolo Co., Cal. May 5.—Approximately 2800 acres of sugar beets have been planted in Holland land district this season. The representative of one of the sugar beet companies has completed a survey of this acreage and announces that the prospective crop is from 60,000 to 70,000 tons, which will be shipped to the El Dorado refinery. This indicates a better crop than last year, when the yield averaged from 16 to 17 tons to the acre.

## ARMOUR HERE TO INSPECT PROPERTY

Accompanied by Arnold R. Woodland, J. Ogden Armour, Chicago packer and noted financier, was here Saturday evening following a trip through the Sutter Basin, in which he and associates have invested millions of dollars, enthusiastic over the work done in the reclamation and irrigation of a vast tract of Sacramento Valley river bottom land, and gratified by the results shown in pioneering in what heretofore had been thousands of acres of waste.

Large sums have been spent by the Sutter Basin company in which Armour is the principal owner in the development of 60,000 acres in District No. 100. Additional large sums will be spent. Armour announced in the development of 3500 acres owned by the company in District No. 100, just north of No. 100.

Here Four Years Ago. Armour had not visited the property for four years and during Saturday's trip he saw in its completed state a project which was in an embryonic state when he last inspected it.

"I saw what is declared to be the finest finished project of its size in reclamation and irrigation," said Armour. "It is a wonderful detail, and it will do its share toward feeding the world."

Armour had engaged in a number of reclamation projects in Florida and had determined to participate in one more, but he became interested in the Sutter Basin project because he desired to do his share in the upbuilding of California. His father had laid the foundation for his fortune in California in 1849.

Future Investment. "It is possible that this project will bear no financial returns in my lifetime," he said, "but it will be a source of satisfaction to know that I have had at least something to do with the development of this wonderful valley."

# Holland Land Company

## FARM LAND PRICE LIST

(Subject to Change and Prior Sale)

### SUBDIVISION NO. 4

Lot No.	Acreage	Price Per Acre	Total	Lot No.	Acreage	Price Per Acre	Total
2	44.637	\$350	\$15,622.95	26	48.877	\$200	\$9,775.40
3	40.00	335	13,400.00	27A	28.661	200	5,732.20
4	50.00	310	15,500.00	28	21.05	200	4,210.00
5	52.885	285	15,072.23	31	61.711	315	19,438.97
6	50.721	225	11,412.23	32 (Part)	16.403	325	5,330.98
7	50.778	225	11,425.05	44 (Part)	26.00	300	7,800.00
8	48.259	225	10,858.28	45	52.120	300	15,636.00
9	48.310	225	10,869.75	46	53.232	285	15,171.12
10	56.266	275	15,473.15	47	53.191	285	15,159.44
11	50.00	310	15,500.00	48	54.678	275	15,036.45
22 (Part)	37.234	325	12,101.05	49	65.89	275	18,119.75
23	60.736	310	18,828.16	50	85.349	225	19,203.53
24A	29.214	265	7,741.71	51	97.336	225	21,900.60
24B	22.632	265	5,997.48	52	62.511	265	16,565.42
25	37.456	265	9,925.84	53	60.00	275	16,500.00

### SUBDIVISION NO. 5

2	47.00	\$375	\$17,625.00	3	47.00	\$375	\$17,625.00
				4	47.00	375	17,625.00

### SUBDIVISION NO. 6

48	30.00	\$375	\$11,250.00	50	20.50	\$350	\$7,175.00
49	27.00	375	10,125.00				

### SUBDIVISION NO. 9-A

Lot No.	Acreage	Price Per Acre	Total	Lot No.	Acreage	Price Per Acre	Total
1	9.268	\$700	\$6,487.60	28	1.50	\$600	\$900.00
2	8.788	600	5,272.80	29	1.643	600	985.80
3	8.717	550	4,794.35	30	0.895	700	626.50
4	8.647	550	4,755.85	31	1.00	700	700.00
5	8.577	500	4,288.50	32	1.00	700	700.00
6	10.275	500	5,137.50	33	2.00	600	1,200.00
7	7.468	450	3,360.60	34	2.00	600	1,200.00
8	9.316	500	4,658.00	35	2.00	600	1,200.00
9	8.588	500	4,294.00	41	3.50	1,066	3,733.10
11	9.892	450	4,451.40	42	20.00	350	7,000.00
12	9.897	400	3,958.80	43	6.799	600	4,079.40
13	14.119	400	5,647.60	44	7.172	500	3,586.00
14	13.096	400	5,238.40	45	13.238	400	5,295.20
15	13.583	400	5,433.20	46	13.991	400	5,596.40
16	9.00	400	3,600.00	47	6.146	600	3,687.60
21	12.769	400	5,107.60	48	6.836	500	3,418.00
22	14.490	400	5,796.00	49	13.737	400	5,494.80
23	13.00	500	6,500.00	50	14.530	400	5,812.00
24	13.753	550	7,564.15	51	0.185		
25	6.575	600	3,945.00	52	16.794	400	6,717.60
26	6.504	600	3,902.40	53	13.00	400	5,200.00
27	6.434	500	3,217.00	54	13.00	400	5,200.00

SACRAMENTO  
Capital National Bank  
Bldg., 7th and J Sts.  
Phone Main 183

OFFICES  
SAN FRANCISCO  
351 California Street  
Phone Sutter 2303

CLARKSBURG  
Yolo County  
The Town on the Property  
Phone Courtland 218  
T.C. 1284-485

April 1, 1923. *Butler* 78

## HOLLAND LAND COMPANY PRESIDENT VISITS TRACT

CLARKSBURG, April 27.—After a two-day inspection of the company's properties here, President J. V. Mendenhall of the Holland Land Company, expressed optimistic predictions regarding the season's harvest. He made a survey of the district in company with General Manager Olson.

This down river point is again becoming the rendezvous of outfit parties and of Sacramento folk who are keen to watch the development of Sacramento's tributary agricultural area, according to Olson.

May 1 at Woodland 4-27-23  
Rio Vista Banner 5-10-23

PRP-BUILD 5-8

This season's harvest of sugar beets in the Holland Land tract near Clarksburg, Yolo county, promises to run between 60,000 and 70,000 tons from 3,800 acres.

Approximately 1,250 acres are to be planted to cotton in the vicinity of Corcoran, Kings county, this season. The favorite varieties are the Durango, California, and Acala.

## Clarksburg Attracts Many Outside Settlers

J. V. Mendenhall, president of the Holland Land Company, left yesterday after a two-day inspection of the company's properties with General Manager Gus Olson, preliminary to the start of seasonal development activities. Crop prospects were reported to be excellent.

With spring weather set in, Clarksburg is again attracting outfit parties and is becoming the rendezvous of those interested in watching the development of Sacramento's tributary agricultural area.

Woodland Daily Democrat 4-27-23  
S.F. Journal 4-28-23  
Oakland Trib 4-29-23

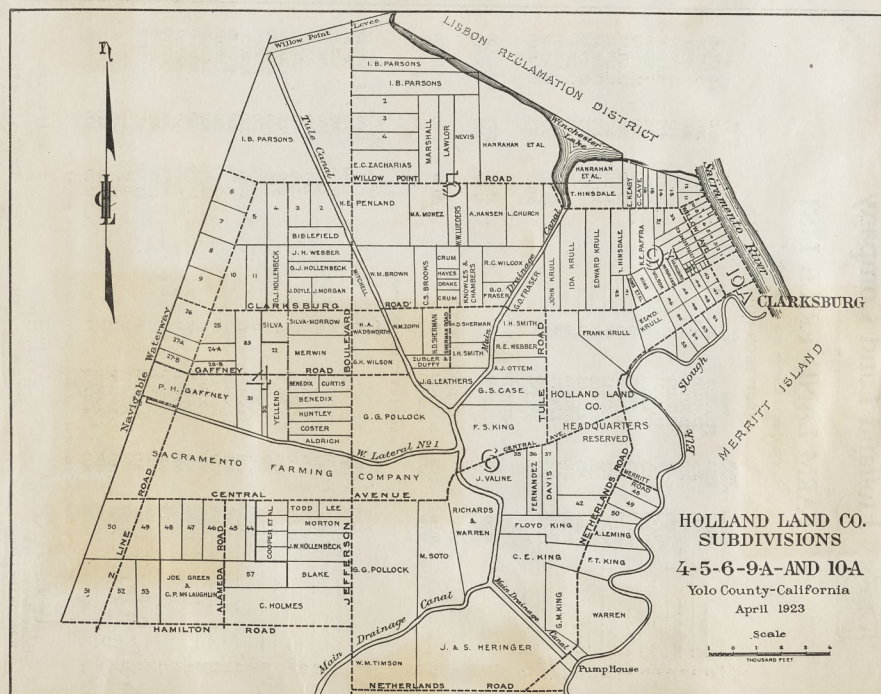
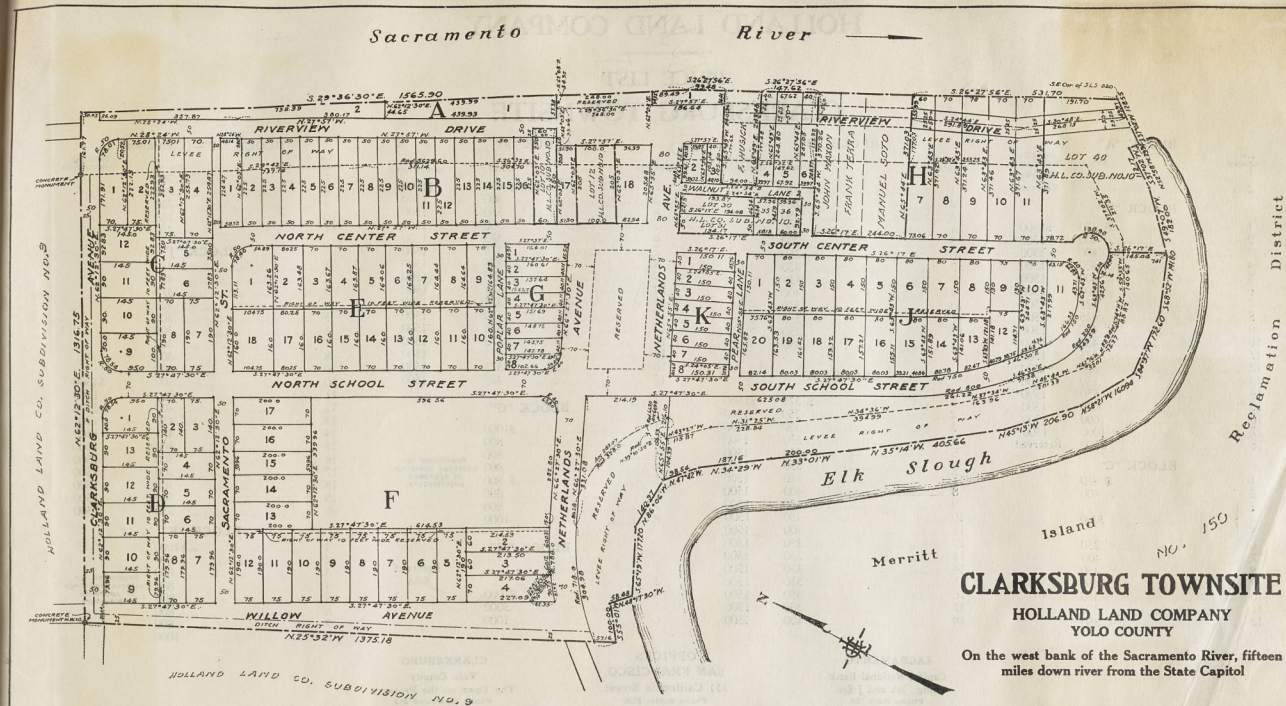
## Clarksburg Section Always Alive

CLARKSBURG, Yolo Co., May 5.—Increasing rural population in the district centering here is indicated in the marked activity in the construction of residences, farm workers' dwellings and other structures now under way, notably in the Holland Land Company tract. School accommodations are taxed, and the building of the new Clarksburg Union School is being pushed forward. With the foundation laid, the frame work is rapidly taking shape. Another evidence of growth is the organization of the Clarksburg unit of the Alfalfa Producers' Association, which has already made its plans for marketing the season's crop. Many new members have been added to the roll.

Ryan Times 5-11-23  
Ryan News 5-5-23

HOLLAND LAND CO. SUBDIVISION NO. 5





## RIVER TONNAGE GROWS ON THE SACRAMENTO

Figures That Show That the  
River Is Coming Back  
in Business.

CLARKSBURG, April 21.—Recording a gain of 55,000 tons in the volume of tonnage carried on the Sacramento river during 1921 compared with 1920, government figures just published are arousing much interest in this down river section of Yolo county, which is contributing more passengers and produce each year to swell the figures. The freight traffic figures, after deducting water transported as well as government material used for river improvement are as follows: 1921, 819,568 tons valued at \$51,856,928; 1920, 284,135 tons valued at \$25,279,487, the higher range of values of farm products in that year accounting for the larger valuation figure. In 1921 vegetable food products accounted for 457,553 tons, valued at \$29,452,193. Three hundred and two vessels of an aggregate tonnage of 22,613 were engaged in handling this traffic.

## FINANCIAL TIME COMES HOLLAND LAND BUYERS BUILD IMPROVEMENTS

Dwellings, barns and outbuildings, some of them of considerable proportions, are now being built by a dozen or more land buyers in the Holland Land Company tract west of here. Most of these substantial improvements indicate expanding farming operations by those who have already proved for themselves the productivity of these sedimentary lands. The rapid peopling of the district has emphasized the need for the new Clarksburg Union School, now under construction.

## NEW ROAD TO HOLLAND LAND

CLARKSBURG, April 21.—The Yolo County Board of Supervisors has released a contract for another unit in the paved road between this point and Sacramento on the west side of the river, the new unit extending from Riverview station to the concrete road in West Sacramento. Repairing of portions of the county road which show signs of wear is also provided for in the contract. Improvement on Jefferson Boulevard in the Holland Land Company tract is being pushed forward as a lateral. Yolo county plans to continue the highway along the entire six-mile stretch of the Libson levee frontage as soon as the first unit is completed.

## GREAT BARN AND OTHER BUILDINGS GOING UP IN HOLLAND

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## HOLLAND LAND COMP 3000 ACRES S

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## WOODLAND TRAIL BUILDING ACTIVE 5-7-1923 AROUND CLARKSBURG

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## DE BUYERS ARE WORKING BUILT IN 5-7-1923

**Farm Workers Homes**  
Are Being Built in  
CLARKSBURG (Yolo County).—May 4.—Increasing rural population in the district entering here is indicated in the marked activity in the building of new farm workers dwellings and other structures now under way, notably in the Holland Land Company tract. School accommodations are taxed and the building of the new Clarksburg Union School is being hastened forward. The farm workers are rapidly taking shape.

Another evidence of growing the organization of the Clarksburg union is the active presence of the California Federation of Labor, which has already made plans for marketing this year's crop. Many new members have been added to the roll.

## HOLLAND LAND COMPANY PRICE LIST CLARKSBURG TOWNSITE

BLOCK "A"				BLOCK "D"				BLOCK "F"				BLOCK "I" (Continued)				BLOCK "K"			
Lot Number	Price	Building Restrictions	Lot Number	Price	Building Restrictions	Lot Number	Price	Building Restrictions	Lot Number	Price	Building Restrictions	Lot Number	Price	Building Restrictions	Lot Number	Price	Building Restrictions		
1			1	\$ 450		1	\$ 450	\$1500	8			8			8		\$ 700		
2			2			2			9			9			9		750		
3			3			3			10			10			10		750		
4			4			4			11			11			11		750		
5			5			5													
BLOCK "B"				BLOCK "E"				BLOCK "G"				BLOCK "J"				BLOCK "L"			
1	\$ 450	\$1500	1			1			1	\$1000		1			1		\$ 450		
2	400	1500	2			2			2	800		2			2		450		
3	400	1500	3			3			3	800		3			3		375		
4	400	1500	4			4			4	800		4			4		325		
5	400	1500	5			5			5	800		5			5		300		
6	400	1500	6			6			6	800		6			6		300		
7	425	1500	7			7			7	800		7			7		300		
8	425	1500	8			8			8	800		8			8		300		
9	450	1500	9			9			9	800		9			9		300		
10	450	1500	10			10			10	800		10			10		300		
11	450	1500	11			11			11	800		11			11		300		
12	475	1500	12			12			12	800		12			12		300		
13	450	1500	13			13			13	800		13			13		300		
14	450	1500	14			14			14	800		14			14		300		
15	450	1500	15			15			15	800		15			15		300		
16	450	1500	16			16			16	800		16			16		300		
17	450	1500	17			17			17	800		17			17		300		
18	450	1500	18			18			18	800		18			18		300		
BLOCK "C"				BLOCK "H"				BLOCK "M"				BLOCK "N"				BLOCK "O"			
1	\$ 450		1			1			1			1			1		\$1000		
2	400		2			2			2			2			2		800		
3			3			3			3			3			3		800		
4			4			4			4			4			4		800		
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BLOCK "P"				BLOCK "Q"				BLOCK "R"				BLOCK "S"				BLOCK "T"			
1	\$ 450		1			1			1			1			1		\$1000		
2	400		2			2			2			2			2		800		
3			3			3			3			3			3		800		
4			4			4			4			4			4		800		
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18			18			18			18			18			18		800		
BLOCK "U"				BLOCK "V"				BLOCK "W"				BLOCK "X"				BLOCK "Y"			
1	\$ 450		1			1			1			1			1		\$1000		
2	400		2			2			2			2			2		800		
3			3			3			3			3			3		800		
4			4			4			4			4			4		800		
5			5			5			5			5			5		800		
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17			17			17			17			17			17		800		
18			18			18			18			18			18		800		
BLOCK "Z"				BLOCK "AA"				BLOCK "AB"				BLOCK "AC"				BLOCK "AD"			
1	\$ 450		1			1			1			1			1		\$1000		
2	400		2			2			2			2			2		800		
3			3			3			3			3			3		800		
4			4			4			4			4			4		800		
5			5			5			5			5			5		800		
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## CARQUEINEZ STRAITS BRIDGE ADVOCATED TO TAP RICH SACRAMENTO RIVER DELTA



J. V. MENDENHALL

Who believes the erection of a bridge across Carqueinez Straits would bring more desirable settlers to beautiful delta country which skirts the Sacramento River.

By J. V. MENDENHALL,  
President Holland Land Company and California  
Delta Farm, Inc.

THE unusual population in-  
crease around San Francisco  
Bay, and the growing interest  
of urbanites in the importance  
and beauties of the back country,  
at least have made bridges and more  
entrance highways unavoidable  
necessities. Visions of the true

of orchard and diversified farm  
landscape that passes rapidly in  
review.

Next comes the river and its oil,  
shipping and industrial activities,  
then the Garden Islands of the  
river section. Past the islands and  
beyond the thriving river town of  
Rio Vista are the earliest cherry,  
pear and peach orchards of the

as the last link of the Victory per California what it should be.  
Highway, the final pleasing im- center your interest and activities  
pression, which must be made on in this objective as worthy of Cal-  
the incoming eastern tourist, ifornia enterprise: the bridging of  
Therefore let us join in the re- the natural water barriers. Let it  
frain: be built at once. Heavy is the  
"Bridges and more bridges." toll of interest day by day on the  
Let another slogan be: millions of dollars in time wasted  
"Bridge the San Joaquin too." over longer routes. Bridge the  
You men of affairs—and of San Joaquin and speed the day of  
vision—who are alert to make up realization of Upper California.

**ARGONAUT MAY 12-1923**  
Holders are advised that the Holland Land Company will redeem on June 1, 1923, at 102 and accrued interest, all of its outstanding first mortgage 6 per cent. fifteen-year gold bonds, due December 1, 1934. Holders presenting their securities prior to redemption date will receive the redemption price plus accrued interest to date of presentation. Upon receipt of the bonds which have been called Cyrus Peirce & Co. will be pleased to make the necessary collection for the account of holders and transmit the proceeds to them as soon as available.

### NOTICE OF REDEMPTION OF HOLLAND LAND COMPANY First Mortgage Six Per Cent Fifteen Year Gold Bonds Dated Dec. 1, 1919

NOTICE IS HEREBY GIVEN, THAT HOLLAND LAND COMPANY (a California corporation) has declared its intention to and will redeem and pay on the next interest payment date, viz. June 1, 1923, all of its 6% 15-year gold bonds issued and now outstanding under this certain indenture of mortgage or deed of trust dated December 1, 1919, from Holland Land Company to Savings Union Bank & Trust Company, as trustee, that Mercantile Trust Company of California, having its office at 444 California Street, in the City and County of San Francisco, State of California, is now trustee under said mortgage or deed of trust, at its office at 444 California Street, in the City and County of San Francisco, State of California, and that said Mercantile Trust Company of California, as trustee, prior to June 1, 1923, has already been deposited with said trustee to redeem immediately upon surrender of bonds up to said amount with all unearned coupons attached, prior to June 1, 1923, to pay to the holders thereof in the order in which their applications are received, the par value of said bonds, with 2% premium and accrued interest to the date of such surrender.  
Dated, San Francisco, California, April 17, 1923.  
HOLLAND LAND COMPANY,  
By J. V. MENDENHALL, President.  
By E. E. PEIRCE, Secretary.  
apl8-20-23-25-27-30m1ld

NOTICE OF REDEMPTION  
OF HOLLAND LAND COMPANY  
First Mortgage Six Per Cent. Fifteen Year Gold Bonds, Dated Dec. 1, 1919.  
NOTICE IS HEREBY GIVEN, THAT HOLLAND LAND COMPANY (a California corporation) has declared its intention to and will redeem and pay on the next interest payment date, viz. June 1, 1923, all of its 6% 15-year gold bonds issued and now outstanding under this certain indenture of mortgage or deed of trust dated December 1, 1919, from Holland Land Company to Savings Union Bank & Trust Company, as trustee, that Mercantile Trust Company of California, having its office at 444 California Street, in the City and County of San Francisco, State of California, is now trustee under said mortgage or deed of trust, at its office at 444 California Street, in the City and County of San Francisco, State of California, and that said Mercantile Trust Company, and their sufficient trustee will be deposited with the said Mercantile Trust Company of California, as trustee, prior to June 1, 1923, to effect said redemption, at par value with a premium of 2% and accrued interest, as provided in said indenture of mortgage or deed of trust. No interest will accrue on any of said bonds after the redemption date above specified. Redemption will be made at said office of the trustee.  
A sufficient sum has already been deposited with said trustee to redeem immediately 120,000 par value of said bonds; and the trustee is authorized upon surrender of bonds up to said amount with all unearned coupons attached, prior to June 1, 1923, to pay to the holders thereof in the order in which their applications are received the par value of said bonds, with 2% premium and accrued interest to the date of such surrender.  
Dated, San Francisco, California, April 17, 1923.  
HOLLAND LAND COMPANY,  
By J. V. MENDENHALL, President.  
By E. E. PEIRCE, Secretary.  
apl8-20-23-25-27-30m1ld

**LA TIMES 5-15-23**  
L. A. Times 4-27-23  
5-1-23  
5-4-23  
5-10-23  
5-18-23  
5-22-23

### HOLLAND LAND COMPANY RETURN POSTAGE GUARANTEED

Where it pays to farm



3rd  
Class  
Postage

HOLLAND LAND COMPANY  
351 CALIFORNIA STREET  
SAN FRANCISCO

2c

SEAL THIS FLAP

LETTER INSIDE



### Truck Crops Put In at Clarksburg

CLARKSBURG, Yolo County, May 12.—Asparagus, fruit trees, sugar beets, beans and other high-value crops have supplanted grain hereabout, as is evidenced by a survey checked up by the Holland Land Company. In 1919 there were 15,000 acres in grain in the district, while now—an interval of just three crop seasons—only 1250 acres are sowed to grain. The intensive development of the agricultural area is reflected in the community planning work on the townsite, for the beautification of which Frederick N. Evans, superintendent of public parks of Sacramento, has been engaged and is now laying out the shrubbery and park.

C. 11  
5-12-23

**LOCALITY GAIN**  
CLARKSBURG, Yolo County, May 7.—With 2800 acres planted in sugar beets, the harvest from the Holland land district this season promises to run from 10,000 to 70,000 tons. The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre.

San Diego Union 5-8-23

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Clarksburg, Apr. 27.—After a survey of the sugar beet acreage planted in the Holland Land District this season, a representative of one of the sugar companies has announced that a prospective tonnage of 60,000 to 70,000 will be shipped to the Alvarado refinery. Approximately 3,800 acres have been planted, with indications of a better crop than last year's, when the yield averaged more than 17 tons to the acre.

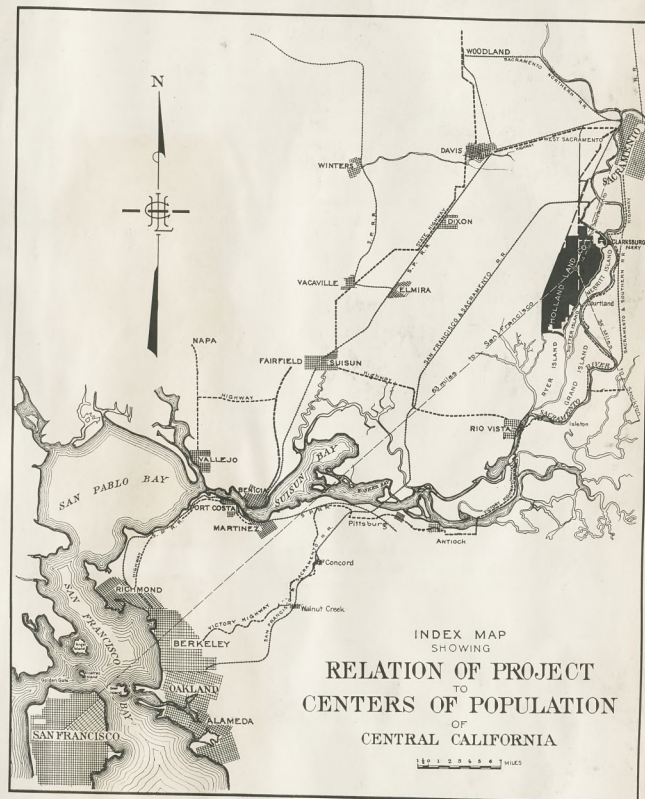


# WHERE IT PAYS TO FARM



Approved by California State Real Estate Commissioner

The Crops Tell the Story of the success of those who have come to Clarksburg on the Sacramento River to prosper on land that possesses the success factors. Twenty thousand acres have been subdivided by the HOLLAND LAND COMPANY 351 California Street, San Francisco Capital National Bank Building, Sacramento Clarksburg, Yolo County, on the Property



## Holland Tract Planted 3000 Acres to Beets

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Green News 4-22-23  
Woodland Daily Dem 4-27-23  
Mail 4-27-23

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D.C.N.  
5-14-23

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Calhoun  
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4-22-23

## 60,000-TON BEET HARVEST SHOWN IN CROP SURVEY

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The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district.

Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre. The Mail 4-27-23

## 400 Acres of Sugar Beets Big

HOLLAND LAND CROP 1923 OF SUGAR BEETS BIG 400 acres sown to barley and wheat. In the intervening three-crop seasons, the acreage of asparagus, fruit trees, sugar beets, beans and other high-value crops has been persistently extended.

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## CARQUINEZ STRAITS BRIDGE ADVOCATED TO TAP RICH SACRAMENTO RIVER DELTA



J. V. MENDENHALL

Who believes the erection of a bridge across Carquinez Straits would bring more desirable settlers to beautiful delta country which skirts the Sacramento River

By J. V. MENDENHALL  
President Holland Land Company and California  
Delta Farm, Inc.

The unusual population increase around San Francisco Bay, and the growing interest in urbanites in the importance and beauties of the back country, at least have made bridges and more entrance highways unavoidable necessities. Visions of the true greatness of Upper California are actually becoming realities.

Bridging the San Joaquin just above Antioch to connect the remarkably fine highway now built from Sacramento to Rio Vista with the older and better known highway stretching from Oakland to Antioch, is now nearer consummation than ever before. It is one of the needs of the hour that the Valley be brought nearer the city, and the city be brought nearer the valley.

Bridging the San Joaquin will provide one more transit connection—talked of many years ago. Actual construction now appears to be in sight.

The Boards of Supervisors of Alameda, Contra Costa, Solano and Sacramento counties, city chambers of commerce, and other public bodies, as well as land owners and residents directly interested through publicity, resolutions and active personal work have centered public attention on this bridge until it is now near fruition.

The Contra Costa County Board of Supervisors has just given formal notice of its intention to grant a franchise, and the Delta Bridge Corporation has applied for such franchise. War Department and State approval are being sought, and plans and specifications are being prepared.

### 200,000-Acre Domain

The building of this bridge will open up a two hundred thousand acre domain of the most productive land in the State, on the very edge of vast increasing city and suburban populations, giving rapid marketing facilities for the fruits, celery, asparagus, onions, potatoes, garden truck, and other crops of this isolated but marvelously wealthy agricultural section.

The islands of the delta are known to a negligible fraction of city folk because, for years, they have been inaccessible, except by slow water transportation facilities.

Some have proposed a name for this route—the Garden Highway—this shortest, coolest, and most beautiful route between the Bay and the Capital. On the Skyline Boulevard, just before entering the tunnel which pierces the hills, this rich, little-known portion of California must not longer be deprived of easy access to the great city markets and bay shipping points.

### Bridges and Bridges

Before the roads and beauty of this new avenue up the great valley, it has been selected,

of orchard and diversified farm landscape that passes rapidly in review. Next comes the river and its oil, shipping and industrial activities, then the Garden Islands of the river section. Past the islands and beyond the thriving river town of Rio Vista are the earliest cherry, pear and peach orchards of the State. Here are the largest asparagus beds, here are canneries at frequent intervals. Each bend of the river flashes a surprise in variety of crops and picturesque greenery.

You are, in this section, passing 40,000 acres of potatoes, 8000 acres of onions, 6000 acres of sugar beets, 20,000 acres of asparagus (producing 80 per cent of the canned asparagus of the United States). Here you are passing pear orchards that produce 40 per cent of the State's Bartlett pear crop. You are passing other crops which grow in record abundance and the listing of which would be wasting space.

### Value of Products

Some comprehension of the fertility of this region may be gained from the federal figures on river traffic, which place the Sacramento river in front rank of all the streams in the United States in the value of cargoes per ton. On a tonnage of, roundly, 1,000,000 per annum, the values average over \$95 per ton, according to the government reports, with an increase of 225 per cent indicated in ten years. This valuation figure was substantially ahead of the Hudson river's record, with the San Joaquin river third in the roster of high-value traffic streams. There is no more prolific section in the State of California than the Sacramento and San Joaquin delta—just waiting for that San Joaquin bridge, so that every bay city man with automobile may know more of its agricultural wonders. Here is a section which has not been boomed or widely advertised. Only recently have its satisfied owners, who held large tracts, commenced sale subdivision for more intensive farming by incoming small owners. These new owners are now displacing the Oriental tenant.

Subdivision, roads and the bridge, will soon "make the delta white."

Bridging the San Joaquin will open up the real heart of California, and incidentally provide a more direct route from the great interior valley to the metropolis. This river barrier must be crossed, and these great productive areas must be brought closer to consuming and shipping markets. This rich, little-known portion of California must not longer be deprived of easy access to the great city markets and bay shipping points.

as the last link of the Victory Highway, the final pleasing impression, which must be made on the incoming eastern tourist. Therefore let us join in the refrain:

"Bridges and more bridges."

Let another slogan be:

"Bridge the San Joaquin too," over longer routes. Bridge the you men of affairs—and of San Joaquin and speed the day of realization of Upper California.

### ARMAMENT MAY 12-1923

Holders are advised that the Holland Land Company will redeem on June 1, 1923, at 102 and accrued interest, all of its outstanding first mortgage 6 per cent, fifteen-year gold bonds, due December 1, 1934. Holders presenting their securities prior to redemption date will receive the redemption price plus accrued interest to date of presentation. Upon receipt of the bonds which have been called by the company, it will be pleased to make the necessary collection for the account of holders and transmit the proceeds to them as soon as available.

### NOTICE OF REDEMPTION

#### HOLLAND LAND COMPANY

First Mortgage Six Per Cent

Fifteen Year Gold Bonds

Dated Dec. 1, 1919

NOTICE IS HEREBY GIVEN, THAT HOLLAND LAND COMPANY (a California corporation) has declared its intention to call and redeem and pay on the next interest payment date, viz. June 1, 1923, all of its 6 per cent, fifteen-year gold bonds issued and now outstanding under certain indenture of mortgage from Holland Land Company to Savinac Union Bank & Trust Company, of California, as trustee, dated December 1, 1919. The bonds are called for redemption at par value with a premium of 2 per cent and accrued interest, as provided in said indenture of mortgage or deed of trust. No interest will accrue on any of said bonds after the redemption date above specified. Redemption will be made at said office of the trustee. A sufficient sum has already been deposited with said trustee to redeem immediately \$300,000 per value of said bonds; and the trustee is authorized, upon surrender of bonds up to said amount with all unexpired coupons attached, prior to June 1, 1923, to pay to the holders thereof in the order in which their applications are received, the par value of said bonds, with 2 per cent premium and accrued interest to the date of such surrender. Dated, San Francisco, California, April 17, 1923.

HOLLAND LAND COMPANY,  
By J. V. MENDENHALL, President,  
618-20-23-25-27-29th Sts.

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LETTER INSIDE



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Cal  
5-12-23

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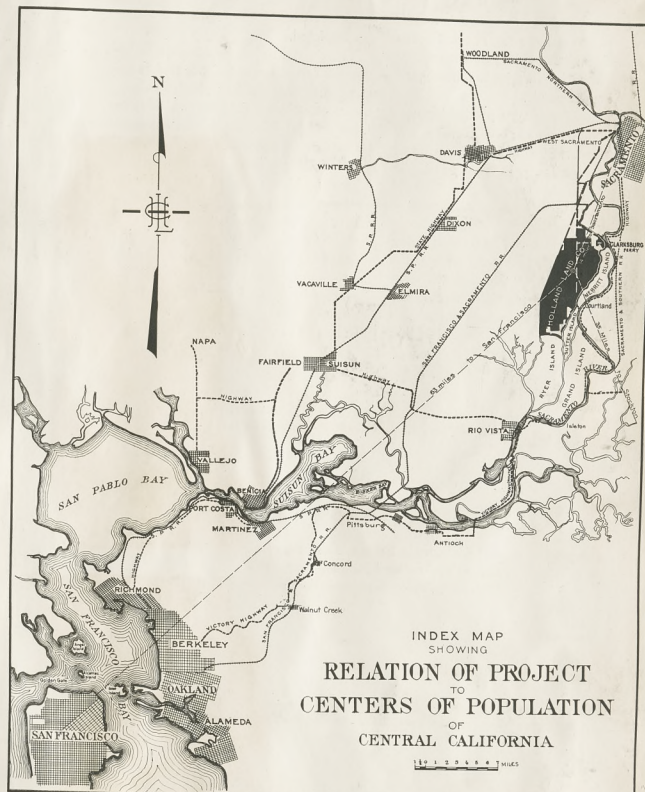


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Califland  
76.6  
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Sac. Bee 5-19-23



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"Bridges and more bridges."

Let another slogan be:

"Bridge the San Joaquin too."

You men of affairs—and of San Joaquin and speed the day of vision—who are alert to make up

per California what it should be, center your interest and activities in this objective as worthy of California enterprise: the bridging of the natural water barriers. Let it be built at once. Heavy is the toll of interest day by day on the millions of dollars in time wasted over longer routes. Bridge the realization of Upper California.

### ARGONAUT MAY 12-1923

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Dated, San Francisco, California, April 27, 1923.

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5018-20-23-25-27-30my11d

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OF HOLLAND LAND COMPANY  
First Mortgage Six Per Cent, Fifteen Year Gold Bonds, dated Dec. 1, 1919.  
NOTICE IS HEREBY GIVEN, THAT HOLLAND LAND COMPANY (a California corporation) has declared its intention to and will redeem and pay on the next interest payment date, viz. June 1, 1923, all of its 6% 15-year gold bonds issued and now outstanding under that certain indenture of mortgage or deed of trust dated December 1, 1919, from Holland Land Company to Savings Union Bank & Trust Company, as trustee, that Mercantile Trust Company of California, having its office at 464 California street, in the City and County of San Francisco, California, is now trustee under said mortgage or deed of trust, as successor to Savings Union Bank & Trust Company, and that said indenture will be deposited with the said Mercantile Trust Company of California, as trustee, prior to June 1, 1923, to effect said redemption at par value with a premium of 2% and accrued interest, as provided in said indenture of mortgage or deed of trust. No interest will accrue on any of said bonds after the redemption date above specified. Redemption will be made at said office of the trustee.

A sufficient sum has already been deposited with said trustee to redeem immediately \$300,000 par value of said bonds; and the trustee is authorized, upon surrender of bonds up to said amount with all unmaturing coupons attached, prior to June 1, 1923, to pay to the holders thereof in the order in which their applications are received the par value of said bonds, with 2% premium and accrued interest to the date of such surrender.

Dated, San Francisco, California, April 27, 1923.

HOLLAND LAND COMPANY.  
By J. V. MENDENHALL, President.  
By G. E. TREHAR, Secretary.  
5018-20-23-25-27-30my11d

CATNES 5-15-27

L.A. Times 4-27-23  
5-1-23  
5-4-23  
5-15-23  
5-16-23  
5-22-23

### GREAT CROP OF BEETS IN HOLLAND DISTRICT

Clarksburg, Apr. 27.—After a survey of the sugar beet acreage planted in the Holland Land District this season, a representative of one of the sugar companies has announced that a prospective tonnage of 60,000 to 70,000 will be shipped to the Alvarado refinery. Approximately 3,800 acres have been planted, with indications of a better crop than last year's, when the yield averaged more than 17 tons to the acre.

### SUCCESS FACTORS

DEEP sedimentary river soil always did and always will support prosperous farm populations. Add quick transportation, moderated climate, large nearby markets, progressive farm neighbors, a company that backs up its buyers to the point of self-supporting success, and you have the Holland Land Company; you understand the reasons for the widely known success of the Clarksburg farming community where newcomers can safely and profitably locate.

See this section and you will realize the significance of these statements.

*J. V. Mendenhall*  
President.

At the beginning of the Spring season, 1923, approximately 17,000 acres of these desirable lands had been sold to some 140 satisfied buyers.

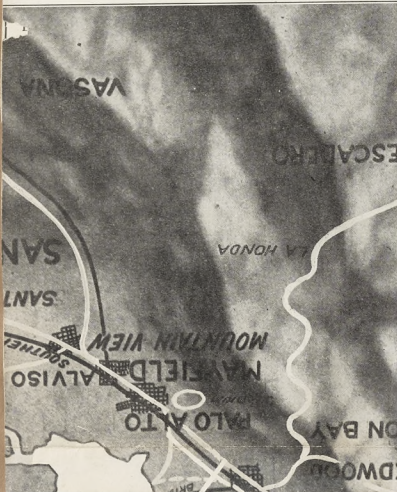
### Truck Crops Put In at Clarksburg

CLARKSBURG, Yolo County, May 12.—Asparagus, fruit trees, sugar beets, beans and other high-value crops have supplanted grain hereabout, as is evidenced by a survey checked up by the Holland Land Company. In 1919 there were 15,000 acres in grain in the district, while now—an interval of just three crop seasons—only 2500 acres are sowed to grain. The intensive development of the agricultural area is reflected in the community planning work on the townsite, for the beautification of which Frederick N. Evans, superintendent of public parks of Sacramento, has been engaged and is now laying out the shrubbery and park.

Call  
5-12-23

SACRAMENTO UNION  
CLARKSBURG, Yolo County, May 7.—With 8800 acres planted in sugar beets, the harvest from the Holland Land District this season promises to run from 60,000 to 70,000 tons. The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre.

San Diego Union 5-8-23





## CALIFORNIA'S VALLEY of the NILE

**F**IFTEEN MILES—by paved highway—southwest of Sacramento, the capital of California and the financial and distributing center of the Sacramento Valley. Eighty-five miles northeast of San Francisco and 75 miles from Oakland via San Francisco-Sacramento Railroad, with five trains daily each way from Lisbon station, near the north end of the tract. One hundred and two miles from San Francisco by first-class river steamers, with daily service each way for both passengers and freight. Eighty-eight miles from Oakland by automobile over the orchard and vegetable garden-skirted river road, designated route of the transcontinental Victory Highway.



### A Half-hour from the State Capital

A mile and a quarter frontage on the west bank of the Sacramento River at Clarksburg. Bounded otherwise, except on the north, by 30 miles of navigable channels.

Central in the Great Valley of California, backbone of the agricultural wealth of the State.

A tract of 20,000 acres, in Yolo and Solano counties, extending 11 miles north and south parallel to the river and from two to four miles east and west, making for short hauls to water landings. Surrounded by other intensively farmed areas and fast becoming suburban to the growing city of Sacramento.

Gridironed with 75 miles of graded roads, lined with black walnut shade trees; roads now being graveled.

Fronting the river banked by government records as carrying the most valuable cargoes, per ton, of all the streams

in the United States—averaging more than \$90 a ton on a traffic aggregating 1,000,000 tons a year and registering a gain of 25 per cent in ten years.

### Double-Cropping Soil

Sediment—twenty feet deep in places, enriched by long years of decayed vegetation. Subsoil a black muck clay. Entire district once a great natural drainage reservoir, gradually filled in by overflow sediment from the Sacramento River and other streams. Permanent protection against winter high water was completed in 1917. Soil proved by six years of record high-yield crops.

Level except for the scarcely perceptible slope toward the central canal.

Easily tilled.

Of uniform quality.

Altogether, a deep, lasting, all-purpose, double-crop soil, enduringly fertilized by nature.



### Holland Tract Planted 3000 Acres to Beets

With 3,000 acres planted to sugar beets the harvest from the Holland Land district, near Clarksburg, this season promises to run from 60,000 to 70,000 tons.

The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre.

River News, 4-28-23  
Woodland Daily Dem 4-27-23  
Mail 4-27-23

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CLARKSBURG, May 12.—Four years ago there were 15,000 acres in grain in this district; this season there are but 1200 acres sowed to barley and wheat. In the intervening three-crop seasons the acreage of asparagus, fruit trees, sugar beets, beans and other high-value crops has been persistently extended. The intensive development of the agricultural area is reflected in the community planning work on the town site here which the Holland Land Co. is carrying forward. Frederick N. Evans, superintendent of public parks of Sacramento, is in charge of the beautification program. Shrubbery and park are being laid out under his direction.

D.C.N.  
5-14-23

### ACTIVITY IN HOLLAND REALTY

CLARKSBURG (Yolo county), April 21.—Land sale activities show no abatement hereabout. The Holland Land company announced this week purchases as follows: By F. A. Cooper, Davis, 40 acres; by C. E. Mitchell, Clarksburg, 26 acres. Both parcels it was stated, are sedentary land suited to intensive, diversified agriculture. In the Holland district alone since the beginning of the year have exceeded \$115,000 exclusive of transactions in townsite lots.

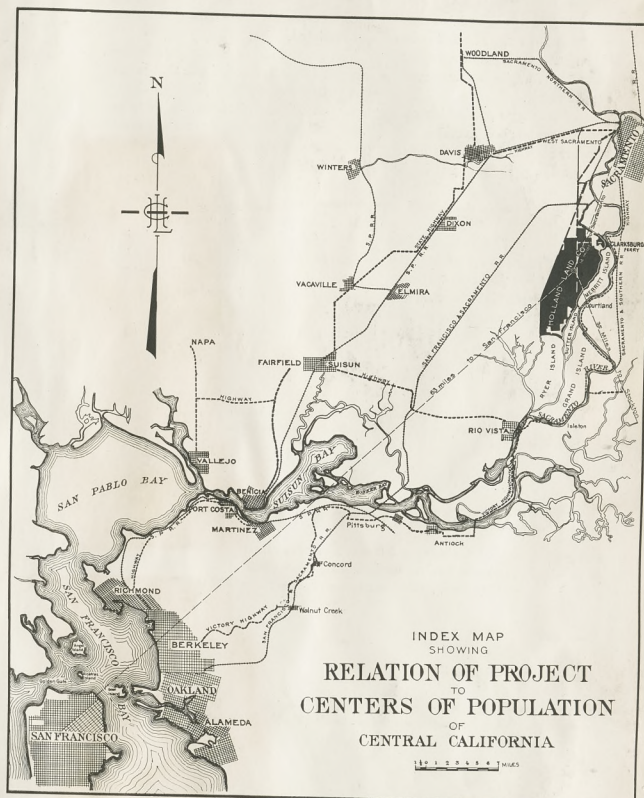
Oakland  
trib.  
4-22-23

60,000-TON BEET HARVEST SHOWN IN CROP SURVEY  
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Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre. The Mail, 4-28-23

### INDEX MAP SHOWING RELATION OF PROJECT TO CENTERS OF POPULATION OF CENTRAL CALIFORNIA



### Los Angeles Record HOLLAND LAND CROP 5725 OF SUGAR BEETS BIG

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The intensive development of the agricultural area is reflected in the community planning work on the townsite here which the Holland Land Company is carrying forward. Frederick N. Evans, superintendent of public parks of Sacramento, is in charge of the beautification program. Shrubbery and park are being laid out under his direction.

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Sac. Bee 5-19-23



## CARQUINEZ STRAITS BRIDGE ADVOCATED TO TAP RICH SACRAMENTO RIVER DELTA



J. V. MENDENHALL

Who believes the erection of a bridge across Carquinez Straits would bring more desirable settlers to beautiful delta country which skirts the Sacramento River

By J. V. MENDENHALL,  
President Holland Land Company and California  
Delta Farm, Inc.

THE unusual population increase around San Francisco Bay, and the growing interest of urbanites in the importance and beauties of the back country, at least have made bridges and more entrance highways unavoidable necessities. Visions of the true

of orchard and diversified farm landscape that passes rapidly in review.

Next comes the river and its oil, shipping and industrial activities, then the Garden Islands of the river section. Past the islands and beyond the thriving river town of Rio Vista are the earliest cherry, pear and peach orchards of the

as the last link of the Victory Highway, the final pleasing impression, which must be made on the incoming eastern tourist. Therefore let us join in the refrain:

"Bridges and more bridges."

Let another slogan be:

"Bridge the San Joaquin too."

You men of affairs—and of San Joaquin and speed the day of vision—who are alert to make up-

per California what it should be. center your interest and activities in this objective as worthy of California enterprise; the bridging of the natural water barriers. Let it be built at once. Heavy is the toll of interest day by day on the millions of dollars in time wasted over longer routes. Bridge the realization of Upper California.

### REDEMPTION MAY 12-1923

Holders are advised that the Holland Land Company will redeem on June 1, 1923, at 102 and accrued interest, all of its outstanding first mortgage 6 per cent, fifteen-year gold bonds due December 1, 1934. Holders presenting their securities prior to redemption date will receive the redemption price plus accrued interest to date of presentation. Upon receipt of the bonds which have been called by Cyrus Peirce & Co. will be pleased to make the necessary collection for the account of holders and transmit the proceeds to them as soon as available.

### NOTICE OF REDEMPTION

HOLLAND LAND COMPANY  
First Mortgage Six Per Cent  
Fifteen Year Gold Bonds  
Dated Dec. 1, 1919

NOTICE IS HEREBY GIVEN, THAT HOLLAND LAND COMPANY (a California corporation) has declared its intention to and will redeem and pay on the next interest payment date, viz: June 1, 1923, all of its 6% 15-year gold bonds issued and now outstanding under certain indenture of mortgage from Holland Land Company to Savings Union Bank & Trust Company, as trustee, that Mercantile Trust Company of California, its office at 494 California street, in the City and County of San Francisco, California, is now trustee under said mortgage of said bonds, as successor to Savings Union Bank & Trust Company, and that said mortgage will be deposited with the said Mercantile Trust Company of California, as trustee, prior to June 1, 1923, to effect said redemption at par value with a premium of 5% and accrued interest, as provided in said indenture of mortgage or deed of trust. No interest will accrue on any of said bonds after the redemption date above specified. Redemption will be made at said office of the trustee. A sufficient sum has already been deposited with said trustee to redeem immediately \$300,000 par value of said bonds; and the trustee is authorized, upon surrender of bonds up to said amount with all unremitted coupons attached, prior to June 1, 1923, to pay to the holders thereof in the order in which their applications are received, the par value of said bonds, with 5% premium and accrued interest to the date of such surrender.

Dated, San Francisco, California, April 27, 1923.

HOLLAND LAND COMPANY,  
By J. V. MENDENHALL, President.  
By G. E. TREHAR, Secretary.  
apl-20-23-25-27-30my12

NOTICE OF REDEMPTION  
OF HOLLAND LAND COMPANY  
First Mortgage Six Per Cent, Fifteen  
Year Gold Bonds Dated Dec. 1, 1919.  
NOTICE IS HEREBY GIVEN, THAT  
HOLLAND LAND COMPANY (a California corporation) has declared its intention to and will redeem and pay on the next interest payment date, viz: June 1, 1923, all of its 6% 15-year gold bonds issued and now outstanding under that certain indenture of mortgage or deed of trust dated December 1, 1919, from Holland Land Company to Savings Union Bank & Trust Company, as trustee, that Mercantile Trust Company of California, its office at 494 California street, in the City and County of San Francisco, California, is now trustee under said mortgage of said bonds, as successor to Savings Union Bank & Trust Company, and that said mortgage will be deposited with the said Mercantile Trust Company of California, as trustee, prior to June 1, 1923, to effect said redemption at par value with a premium of 5% and accrued interest, as provided in said indenture of mortgage or deed of trust. No interest will accrue on any of said bonds after the redemption date above specified. Redemption will be made at said office of the trustee. A sufficient sum has already been deposited with said trustee to redeem immediately \$300,000 par value of said bonds; and the trustee is authorized, upon surrender of bonds up to said amount with all unremitted coupons attached, prior to June 1, 1923, to pay to the holders thereof in the order in which their applications are received, the par value of said bonds, with 5% premium and accrued interest to the date of such surrender.

Dated, San Francisco, California, April 27, 1923.

HOLLAND LAND COMPANY,  
By J. V. MENDENHALL, President.  
By G. E. TREHAR, Secretary.  
apl-20-23-25-27-30my12

L.A. Times 4-27-23  
5-1-23  
5-4-23  
5-15-23  
5-19-23  
5-22-23

### Good Irrigation Means Crop Insurance

Tract largely subirrigated through a carefully planned system of combined irrigation and drainage ditches radiating from the main canal. Large electrically driven pumps remove drainage water or siphon in water for irrigation from the river channels at nominal cost—which ever operation seasonal conditions may require.

Water brought to every parcel of land effectually guards against crop failure from drought.

Completed improvements are such that the new owner can proceed immediately to the intensive farming of his own parcel of land.

### Crop Diversity of Wide Range

This section is particularly noted for the quality and earliness of its Bartlett pears, the heavy yields of its beans (30 sacks to the acre are not uncommon), the high sugar content and heavy tonnage of its sugar beets (yields exceeding 20 tons with sugar content above 18% being by no means extraordinary), and the substantial returns from the old staples—barley and alfalfa (the former often averaging over 50 hundred-pound sacks over large areas, and the latter over seven tons to the acre). Its asparagus, potatoes and onions are also noted for both quality and yield.

Much detailed actual result data on growing and harvesting costs and returns are available. Suffice it here merely to list the principal crops already grown

on the tract or in its immediate environs:

Alfalfa	Onions
Asparagus	Peaches
Beans	Pears
Celery	Peas
Cherries	Plums
Commercial seed	Potatoes
Corn	Prunes
Garden truck	Spinach
Grain	Sugar beets
Hops	

Grapes and other fruits should also prove to be profitable crops.

The organization in 1921 of the Clarksburg Nursery Company by farmers of the district to provide tree stock at minimum cost added another activity. Some three-quarters of a million seedlings had been budded, grafted, and two-year-old trees sold during its first 18 months of operation.

A number of canneries are in the immediate neighborhood.

### For the Good of the Greatest Number

To insure a high type of agricultural development and the maintenance of a high standard of farming practice, the Company's contract of sale contains provisions meant for the greatest good of the greatest number. Among other things it stipulates:

No foul seed to be planted; all of it subject to inspection by the Company and to treatment to prevent disease.

Land to be kept clear of gophers and squirrels.



### Truck Crops Put

#### In at Clarksburg

CLARKSBURG, Yolo County, May 12.—Asparagus, fruit trees, sugar beets, beans and other high-value crops have supplanted grain hereabout, as is evidenced by a survey checked up by the Holland Land Company. In 1919 there were 15,000 acres in grain in the district, while now—an interval of just three crop seasons—only 2500 acres are sowed to grain. The intensive development of the agricultural area is reflected in the community planning of which Frederick N. Evans, superintendent of public parks of Sacramento, has been engaged and is now laying out the shrubbery and park.

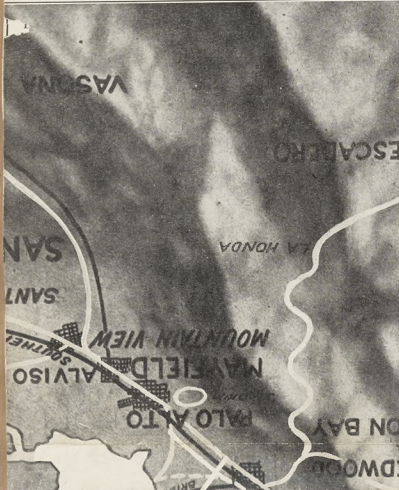
Cal 11  
5-17-23

CLARKSBURG, Yolo County, May 7.—With 8800 acres planted in the sugar beets, the harvest from the Holland land district this season promises to run from 80,000 to 70,000 tons. The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre.

San Diego Union 5-8-23

### GREAT CROP OF BEETS IN HOLLAND DISTRICT

Clarksburg, Apr. 27.—After a survey of the sugar beet acreage planted in the Holland Land District this season, a representative of one of the sugar companies has announced that a prospective tonnage of 60,000 to 70,000 will be shipped to the Alvarado refinery. Approximately 3,800 acres have been planted, with indications of a better crop than last year's, when the yield averaged more than 17 tons to the acre.





Noxious plants to be removed from roads, canals, levees and ditches.

Ditches to be kept clean and open.

Condition of sheep, cattle, and other livestock subject to supervision; same to be pastured only after removal of crop.

Buildings and fences to be kept painted and in repair.

Rigid sanitary provisions specified.

Damage by fire to be guarded against.

In the interests of the entire tract and the individual farmers, members of its headquarters organization are constantly available, without fee, to give counsel and guidance based on thorough technical agricultural training and broad field experience.

#### Clarksburg, the Community

Fundamental in the entire plan of subdivision development has been the objective to upbuild an American community that would reflect the best thought and most advanced practice in present-day agriculture.

The strong financial position of the Company has enabled it to carry through on a large scale carefully planned work that otherwise would have been done, if at all, haphazardly and in piecemeal fashion. This favorable factor in the undertaking has enabled it, also, to be of maximum assistance to new settlers, thus hastening their getting established on a successful footing.

Built on the bank of the Sacramento River, Clarksburg is the nucleus of a

thriving town—headquarters for the 50,000-acre agricultural principality tributary to it.

To inventory its present tangible assets:

General stores      Auto and blacksmith shop  
Post office          Wharf and landings  
Telephone service      Oil service stations      \$75,000 union school  
Warehouse              and auditorium  
Electric lighting



In the district back of it the Great Western Power Company has built a new power line, and serves electricity for both agricultural and domestic purposes. Telephone service also extends through the tract.

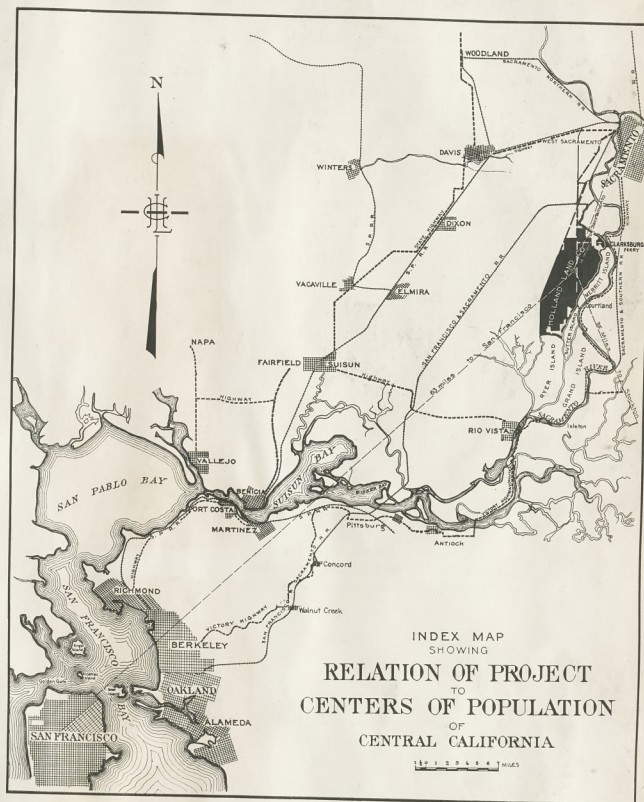
As an arm of the Yolo County Farm Bureau, the Clarksburg Farm Bureau Center functions for the good of the immediate farming neighborhood.

#### What Good Location Means

Just 25 miles away is the University Farm at Davis, long established headquarters of the agricultural field courses and experimental work of the University of California, while but 15 miles distant are the State Fair grounds, rendezvous annually for the exhibits of agricultural, horticultural and livestock production.

And 50 miles to the east lie the foothills, and beyond the Sierra Nevada, "the playground of America," the national forests, trout-laden streams, and the whole gamut of mountain summer resorts and scenery.

Clarksburg's development has not



#### Holland Tract Planted 3000 Acres to Beets

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River News-4-28-23  
Woodland Daily Dem 4-27-23  
Mail 4-27-23

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CLARKSBURG, May 12.—Four years ago there were 15,000 acres in grain in this district; this season there are but 1290 acres sowed to barley and wheat. In the intervening three-crop seasons the acreage of asparagus, fruit trees, sugar beets, beans and other high-value crops has been persistently extended. The intensive development of the agricultural area is reflected in the community planning work on the town site here which the Holland Land Co. is carrying forward. Frederick N. Evans, superintendent of public parks of Sacramento, is in charge of the beautification program. Shrubbery and park are being laid out under his direction.

D.C.N.  
5-14-23

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Califand  
trib.  
4-22-23

#### 60,000-TON BEET HARVEST SHOWN IN CROP SURVEY

CLARKSBURG, April 27.—With 3800 acres planted to sugar beets the harvest from the Holland Land district this season promises to run from 60,000 to 70,000 tons.

The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district.

Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre. The Mail 4-27-23

#### 1625 OF SUGAR BEETS BIG HOLLAND LAND CROP

CLARKSBURG, Yolo County, May 12.—With approximately 3800 acres planted in the Holland Land district west of here, the sugar beet crop promises to run from 60,000 to 70,000 tons.

A representative of one of the sugar beet companies announced these figures after a survey of the district. This indicates that the crop will exceed the 1922 harvest, when the average yield was more than 17 tons to the acre. Page 1-K.E. sec.

#### Clarksburg Grain Fields Are Passing

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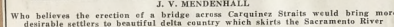
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You men of affairs—and of vision—who are alert to make un-

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J. V. MENDENHALL

By J. V. MENDENHALL  
President Holland Land Company and California

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**AR60 HOUT MAY 12-1923**  
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**NOTICE OF REDEMPTION**  
**OF**  
**HOLLAND LAND COMPANY**  
First Mortgage Six Per Cent  
Fifteen Year Gold Bonds  
Dated Dec. 1, 1919

**NOTICE**—HERRY GIVEN, that HOLLAND LAND COMPANY, a California corporation) has declared its intention to and will redeem and pay on the next interest payment date, viz. June 2, 1923, all of its 6% bonds, the same being and outstanding in full, and has caused to be filed for record under the certain following description of deed of trust dated December 1, 1919, from Holland Land Company to Savings Union Bank & Trust Company, as trustee; that hereinafter the said deed of trust shall be referred to as the deed of trust, and its office at 464 California street, in the City and County of San Francisco, State of California, is now trustee under said mortgage of trust, as successor to Savings Union Bank & Trust Company, the said principal funds will be deposited with the Mercantile Trust Company of California, as trustee, prior to June 1, 1923, to effect said redemption of the said bonds at a premium of 2% and accrued interest, as provided in said indenture of mortgage or deed of trust. No interest will accrue on any of said bonds after the redemption date above specified. Record of the same is on file in the office of the

A sufficient sum has already been deposited with said trustee to redeem immediately \$300,000 par value of said bonds; and the trustee is authorized, upon surrender of bonds up to said amount with all unexpired coupons attached, prior to June 1, 1933, to pay to the holders thereof in the order in which their applications are received, the par value of said bonds, with 2% premium and accrued interest to the date of such surrender.

Dated, San Francisco, California, April 17, 1933.

HOLLAND LAND COMPANY.

By J. V. MENDENHALL, President.

By G. E. TREZISE, Secretary.

ap18-20-23-25-27-30my14

**NOTICE OF REDEMPTION**  
OF HOLLAND LAND COMPANY  
First Mortgage Six per Cent, Fitted  
with Gold Leaf, Dated January 1, 1923.  
**NOTICE IS HEREBY GIVEN,** That  
HOLLAND LAND COMPANY (a corporation)  
has declared its intention to redeem and  
pay off the principal and interest on  
bonds issued on and from January 1,  
1923, of the following description: First  
mortgage or deed of trust dated December  
1, 1922, in the sum of \$100,000, issued by  
HOLLAND LAND COMPANY to Savings Union Bank  
Trust Company, as trustee; that said office  
has the honor to advise that it is now  
having its office at 46 California  
Street, San Francisco, California. That  
the State of California, in order to  
protect the rights of the holders of said  
trusts under said mortgage or deed  
of trust, has caused the following to be  
published in the San Francisco  
Union Bank & Trust Company,  
that sufficient notice be given to the  
holders of said mortgage or deed of trust  
of the State of California, as trustee, prior  
to the redemption of said mortgage or deed  
of trust, at par value with a premium,  
if any, and accrued interest, as provided  
in the mortgage or deed of trust, or  
of trust. No interest will accrue or  
be paid on the principal of said mortgage  
or deed of trust after the date so specified. Redemption  
will be made at said office of

A sufficient sum has already been deposited with said trustee to redeem immediately \$200,000 par value of said bonds, and the trustee is authorized upon surrender of bonds up to said amount with all unmaturing coupons attached, prior to June 1, 1922, to pay to the holders thereof in the order in which their applications are received the par value of said bonds, with 2% premium and accrued interest to the date of such surrender.

W. A. McNEILL, California, Agent,  
THE HOLLAND LAND COMPANY,  
SAN FRANCISCO, President.

L.A. Times 4-27-23  
5-1-23  
5-4-23  
5-15-23  
5-18-23  
5-22-23



been left to chance. The Company employed a recognized authority on town planning to develop a plan that would capitalize to the utmost the natural advantages of its setting without sacrifice to the needs of utility. Accordingly a model town was plotted to anticipate the growth that is following the settlement of the farming area behind it. Business, educational, recreational, and spiritual functions of community life are adequately provided for, with an eye always to achieving a harmonious whole. Business will be served without adhering to the rigidity of rectangular monotonies. ample parking spaces are provided. Home lots are of generous size to encourage setting out of vegetable gardens, berry patches and fruit trees. Moderate building restrictions are stipulated to insure a general contribution to an inviting prospect.

Good location, rich soil, economical irrigation, and nearby markets would ultimately have spelled the success of the district, in any event, but a sound financial plan, liberal to the incoming farmers and yet amply protective to the enterprise itself, has unquestionably speeded the success of the subdivision.

The inherent worth of the lands, as presented to the farm-buying and investment-seeking public, is best evidenced in an analysis of sales which revealed the fact that over 70 per cent of the land sold had been bought by former

tenants or neighboring farmers—those best able to judge the land, the Company, and other important factors.

Up to May 1, 1923, 17,000 acres had been sold to 130 buyers; 3000 acres were still available. Forty-four homes had been built on the tract, to which should be added the customary operating farm buildings.

Based on the actual productive value of the land, prices have always compared favorably with farm land purchasing opportunities elsewhere paralleling more or less closely the situation at Clarksburg. There is no bonded debt on the land.

### How the Banks Regard It

Further evidence of stability and high credit standing of the district was the negotiation of 69 long-term loans during 1922 for a total in excess of \$1,800,000, through joint-stock and other banks, at moderate interest rates.

Land is sold on the basis of one-tenth cash and annual payments of ten per cent, with six per cent interest on deferred payments. Full value title insurance is provided with each purchase without additional cost. The subdivisions are recorded and marked out by concrete monuments.

The property offers a combination of fertile soil, equable climate, plentiful and controlled moisture supply, and a strategic position as to markets and cheap transportation. It is convenient to the attractions of three large, growing



## Truck Crops Put In at Clarksburg

CLARKSBURG, Yolo County  
May 12.—Asparagus, fruit trees,  
sugar beets, beans and other high  
value crops have supplanted grain  
heretofore, as is evidenced by a sur-  
vey checked up by the Holland Land  
Company. In 1919 there were 15,000  
acres of grain in this district, which  
now—after an interval of just three crop  
seasons—only 1290 acres are sowed  
to grain. The intensive develop-  
ment of the agricultural area is re-  
flected in the community planning  
work on the townsite, for the beau-  
tification of the town. Frederick N.  
Davis, city engineer and public  
works director of Sacramento, has been  
engaged and is now laying out the  
shrubbery and park.

Ca 11.  
5-12-23

**SUGAR BEET GAIN**  
**CLARKSBURG** Yolo County  
May 7.—With 3800 acres planted in sugar beets, the harvest from the Holland land district this season promises to run from 80,000 to 70,000 tons. The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre.

San Diego Union 5-8-21



cities, and to Upper California's woods, streams, mountain resorts and ocean beaches. Highest values and maximum use for intensive farming and home purposes are the result.

On land of this type production cost is low, yields double the average, and markets near. Such land makes a profit even during a low price swing. It is not "cheap" land, but safe land.

#### To Sum Up

The wealthiest and most enduring civilizations have grown up towards the mouths of great rivers. History will most surely repeat itself right here on the Holland tract, between Sacramento and San Francisco. Every buyer will feel its

effects before his ten-payment contract is completed.

The great Mother Sacramento beckons the farmer of experience and judgment to where she has piled up deep, loose, energized soil from which man labor and machine power can annually produce in abundance the foodstuffs which will be in increasing demand and which will highly reward him for his investment and efforts. He will be fortunate who becomes a future owner.

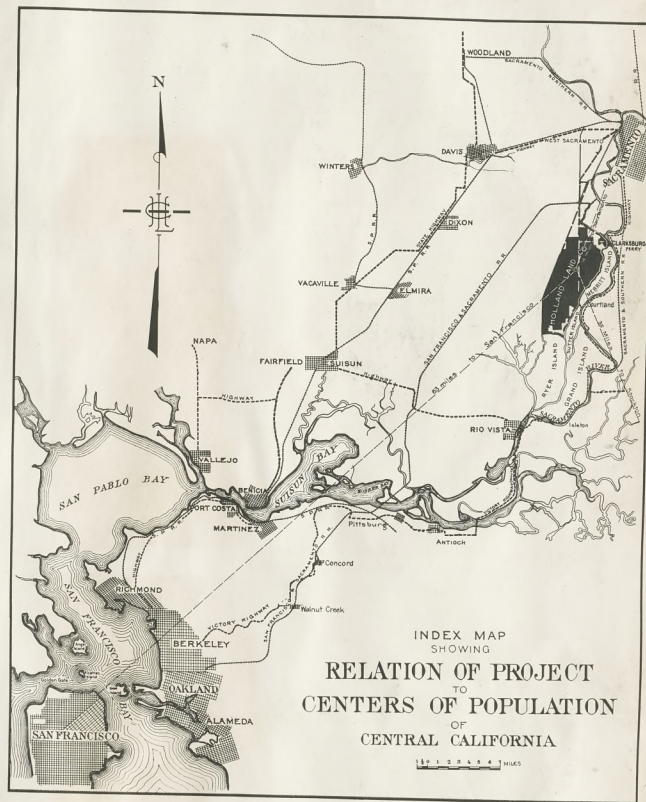
Having read this general description of this fertile, centrally located farming section, does it not seem worth while, even a duty, to see it yourself before locating or buying farm land anywhere else? *We welcome an inspection visit.*



Approved by California State Real Estate Commissioner  
Member California Approved Land Settlement Association

## HOLLAND LAND COMPANY

351 California Street, San Francisco  
Capital National Bank Building, Sacramento  
Clarksburg, Yolo County—on the Property



### Holland Tract Planted 3000 Acres to Beets

With 3,000 acres planted to sugar beets the harvest from the Holland Land district, near Clarksburg, this season promises to run from 60,000 to 70,000 tons.

The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district. Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre.

River News 4-28-23  
Woodland Daily Dem 4-27-23  
Mail 4-27-23

### Holland Land Crops Are More Selective

CLARKSBURG, May 12.—Four years ago there were 15,000 acres in grain in this district; this season there are but 1,200 acres sowed to barley and wheat. In the intervening three-crop seasons the acreage of asparagus, fruit trees, sugar beets, beans and other high-value crops has been persistently extended. The intensive development of the agricultural area is reflected in the community planning work on the town site here which the Holland Land Co. is carrying forward. Frederick N. Evans, superintendent of public parks of Sacramento, is in charge of the beautification program. Shrubs and park are being laid out under his direction.

D.C.N.  
5-14-23

### ACTIVITY IN HOLLAND REALTY

CLARKSBURG (Yolo county), April 25.—Land sale activities show no abatement hereabouts. The Holland Land company announced this week purchases as follows: By C. A. Cooper, Davis, 40 acres; by C. E. Mitchell, Clarksburg, 28 acres. Both parcels, it was stated, are sedentary land suited to intensive, diversified agriculture. In the Holland district, alone since the beginning of the year have exceeded \$115,000 exclusive of transactions in townsite lots.

Oakland  
trib.  
4-22-23

60,000-TON BEET HARVEST SHOWN IN CROP SURVEY  
CLARKSBURG, April 27.—With 3,000 acres planted to sugar beets the harvest from the Holland Land district this season promises to run from 60,000 to 70,000 tons.

The figures were announced by a representative of one of the sugar companies after a comprehensive survey of the district.

Indications are that the crop will exceed the 1922 harvest, when the yield averaged more than 17 tons to the acre. *The Mail* 4-27-23

### Los Angeles Record HOLLAND LAND CROP 1923 OF SUGAR BEETS BIG

Clarksburg, Yolo County, May 12.—Four years ago there were 15,000 acres in grain in this district; this season there are but 1,200 acres sowed to barley and wheat. In the intervening three-crop seasons, the acreage of asparagus, fruit trees, sugar beets, beans and other high-value crops has been persistently extended.

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### Clarksburg Grain Fields Are Passing

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When in Sacramento or San Francisco, call and arrange for a trip through the rich river country as our guest. Determine for yourself that this property possesses all the factors which mean prosperity and assured success to newcomers.

## Buy Your Farm Where It Pays to Farm

**L**OCATE YOUR FARM HOME on the Sacramento River, the stream that government figures rank first in the United States in cargo values per ton. There are reasons aplenty. Come to Clarksburg, the new river-fronting farming community just below the State Capital, to buy moderately priced land on easy terms. You will be but three hours from the cities on San Francisco Bay, to which you can run by electric train, by improved highway, or by water.

### Where High-Value Crops Grow

Here, in a section typical of upper California's best development, you will find "California's Valley of the Nile," where high-value crops grow. Early Bartlett pears that have brought fame to the river section; asparagus as delicious in flavor as it is mammoth in size; sugar beets heavy in yield and, too, high in sugar content; beans, potatoes, onions, alfalfa—a great diversity of other proved crops, producing returns of \$100, \$200 and more to the acre yearly.

Deep sediment soil, controlled moisture, high farming standards, resident supervision, closeby markets—these and other factors account for the achieved success of this farm land subdivision. Seventy per cent of the land sold to date has been purchased by neighboring farmers, men who knew what the land actually does produce.

### You, Too, Can Prosper

There is room for more good farmers, for more city men who seek the life in the open, for other investors, too, who perceive the opportunity. Reasonably priced, these lands are sold on easy payments with interest at six per cent.

Consider these advantages and write now for the illustrated folder, "Where It Pays to Farm."

## Holland Land Company

351 California Street, San Francisco  
Capital National Bank Building, Sacramento  
Clarksburg, Yolo County—on the Property

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Real Estate Commissioner.  
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Land Settlement Association.

ADDRESS LETTERS TO THE SAN FRANCISCO OFFICE

## Interested in Farm Lands?



Then you will want to know more about what we assert advisedly is the very best land you can find in the State of California for the growing of Bartlett Pears, Sugar Beets, Beans, Asparagus, Garden Truck.



### It Takes Real Land

and other factors to grow these crops successfully: river sediment soil, plenty of cheap water, favorable location as to transportation and markets, a high standard farming community, a moderated climate, a company financially strong—these are some of the advantages you will enjoy at Clarksburg on

### Land Averaging \$350 an Acre

in cost, on easy payments, with interest at 6%. Read the facts about our land 15 miles down river from Sacramento in our illustrated literature, "Where It Pays to Farm."

Write for a Copy

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Long Beach Press 5-13-23

Upper California Campaign #2

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ADDRESS LETTERS TO THE SAN FRANCISCO OFFICE

San Francisco News 5-12-23  
Bullfinch 5-12-23  
San Diego 5-12-23  
Byron Times 5-12-23

CALL ITS BONDS

ON JUNE 1 NEXT

Profits During the Past Year  
Were \$231,668; Lands Left  
Worth \$1,132,000.

3-14-23  
The net profit in 1922 before federal taxes of the Holland Land Company, which has received a reputation for the past year, was \$231,668, according to the annual report of the company. As a result of advances in the value of its lands by Federal and State government land banks and other institutions to a total of \$1,132,000, the company is in a position to refund on June 1 next its outstanding bonds of the amount of \$432,000. The bonds, which were issued in 1917, will be made full payment with the interest on the bonds.

MEMORANDUM REPORT  
Memorandum of the progress of the company during the past year, as follows: The company has received a reputation for the past year, as a result of advances in the value of its lands by Federal and State government land banks and other institutions to a total of \$1,132,000, the company is in a position to refund on June 1 next its outstanding bonds of the amount of \$432,000. The bonds, which were issued in 1917, will be made full payment with the interest on the bonds.

Investors who are comfortable with a twenty-year fixed mortgage can concentrate on payment of the amount of the bonds by the company and also proceed with their other business and other improvements. The company's debt is not a long-term purchase, but a short-term investment. The company's debt is not a long-term purchase, but a short-term investment. The company's debt is not a long-term purchase, but a short-term investment.

LAND SALES  
Although the demand for farm lands continued all during 1922, the company's sales for the year were \$1,132,000. The company's sales for the year were \$1,132,000. The company's sales for the year were \$1,132,000.

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WEEKLY REVIEW  
OF INDUSTRY  
Oreilly—\$50,000 raised to back establishment of county milk industry.  
Clarksburg—Over 4000 acres planted in Holland land district to be built this summer.

Yreka—Cody asbestos prospect on Greenhorn mountain to be thoroughly developed.  
Oakland completing construction of \$250,000 pipe line wharf.  
Colfax—Double trucking of S. P. line to Truckee station.  
Stockton—Nine new homes to be built in Homequest addition.  
Truckee—Construction of new highway to west end of Donner Lake started.  
Santa Fe Springs—Union Oil Co. constructing eight cement reservoirs with combined capacity of 6,000,000 barrels.  
Marysville—12,000 acre tract to be put under cultivation for Italian colony.  
Cisco—P. G. & E. to spend \$1,500,000 improving South Yreka-Bear river project.  
Riverside—Superior Refining Co. to build \$300,000 refinery.

Byron Times 4-27-23

Long Beach Press 5-5-23  
Daily Tel. 5-7-23

Consider these advantages and write now for the illustrated folder, "Where It Pays to Farm."

**LA EXAMINER** 5-20-23  
DOUBLE CROP  
LAND  
IN UPPER  
CALIFORNIA  
15 Miles Down River from Sacramento  
WHERE TO PAY 20 KARE.  
Read our illustrated literature where in today's paper. Write for the folder that tells the story of this rich river country.  
**HOLLAND LAND COMPANY**  
351 California St., San Francisco  
San Joaquin Valley

L.A. Examiner 1923-5-6

ON THIS PAGE  
—Country Property  
—Real Estate for Exchange  
—Real Estate Wanted  
—Business Opportunities  
—COUNTRY PROPERTY  
FOR SALE  
Sacramento Valley

BUY YOUR FARM  
Where It Pays to Farm

15 miles down river from Sacramento.  
Read our announcement elsewhere in today's paper.  
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351 California St., San Francisco  
San Luis Obispo

San Francisco News 5-12-23  
Bullfinch 5-12-23  
San Diego 5-12-23  
Byron Times 5-12-23  
Sacramento Valley 5-12-23  
Holland Land Co. 5-12-23  
San Luis Obispo 5-12-23



## Farm Worker Homes Are Being Built in Holland Tract

CLARKSBURG (Yolo County), May 6.—Increasing rural population in the district centering here is indicated in the marked activity in the construction of residences, farm workers' dwellings and other structures now under way, notably in the Holland Land Company tract.

School accommodations are taxed and the building of the new Clarksburg Union School is being pushed forward. With the foundation laid, the framework is rapidly taking shape.

Another evidence of growth is the organization of the Clarksburg unit of the Alameda Producers' Association, which has already made its plans for marketing the season's crop. Many new members have been added to the roll.

S.F. Bulletin May 5

## Community Planning S (2) On Holland Tract

Four years ago there were 15,000 acres in grain in the Clarksburg district; this season there are but 1290 acres sown to barley and wheat.

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Rio Vista News 5-12-23

S.F. Bulletin 5-12-23

S.F. Chronicle 5-12-23

S.F. Journal 5-12-23

Benley Gazette 5-12-23

D.C.N. 5-14-23

Woodland Tribune 5-11-23

## BUILDING BOOM ON HOLLAND LAND

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Where It Pays 5-12-23

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# GET DOUBLE-CROP LAND

in Upper California - 15 miles down river from Sacramento

## Where It Pays to Farm

At Clarksburg

### Sound Security

Big pay crops  
Community spirit  
Diversity of crops  
Easy payments  
Experienced counsel  
Farm Bureau Center  
Graded tree-lined roads  
High farming standards  
Insured land titles  
Moderate prices  
Paved road to city  
Resident supervision  
Satisfied settlers  
Sediment soil—deep,  
virgin, lasting  
Sensible restrictions  
Six per cent interest  
Sub-irrigation or surface  
low-head pumping  
Water transportation  
30 minutes to Capital

Match It!

### Choice of Crops

Alfalfa Hops  
Asparagus Onions  
Beans Peaches  
Celery Pears  
Cherries Peas  
Commercial Plums  
Seed Potatoes  
Corn Prunes  
Garden Spinach  
Truck Sugar  
Grain Berries

Diversity!

**C**OME TO CLARKSBURG and let the crops tell the story of the fertility of these deep sedimentary lands. Results are the best test! Why rely on extravagant claims and alluring promises elsewhere when you can

### Check up on the Actualities Here

Come and talk with some of the 140 buyers of 17,000 high-value-crop acres. Ask them about soil wealth, about economy of irrigation, about transportation advantages. Ask them about the value of the aid and advice of the company's trained staff. Ask them how the company backs up its buyers to the point of self-supporting success. Convince yourself that these lands do indeed

### Challenge Comparison

that the all-important success factors are present. We will gladly take you over the whole district that you may get a glimpse of the character of country that has put the Sacramento at top rank among all the rivers of the United States in cargo value per ton, according to government records. Here at Clarksburg, but a half-hour from the metropolis of the valley, you can buy

### Land Averaging \$350 an Acre

in cost and lay the foundation for the type of highly developed farm home estates you will see across the river, where values run well past the thousand-dollar mark per acre—indeed, where lands are not on the market at any figure. You can buy on easy payments, too, with interest at 6%, with the knowledge that here good farmers are making their lands pay their own way on the installment-purchase plan.

Learn the facts about this oncoming farming community from our illustrated description, "Where It Pays to Farm." A postcard request will bring you a copy.

## Holland Land Company

30 California Street, San Francisco  
Capital National Bank Building, Sacramento  
Clarksburg, Yolo County—on the Property  
ADDRESS LETTERS TO THE SAN FRANCISCO OFFICE  
377 CALIFORNIA ST.



### Buy Your Farm Where It Pays to Farm

**L**OCATE YOUR FARM HOME on the Sacramento River, the stream that government figures rank first in the United States in cargo values per ton. There are reasons aplenty. Come to Clarksburg, the new river-fronting farming community just below the State Capital, to buy moderately priced land on easy terms. You will be but three hours from the cities on San Francisco Bay, to which you can run by electric train, by improved highway, or by water.

### Where High-Value Crops Grow

Here, in a section typical of upper California's best development, you will find "California's Valley of the Nile," where high-value crops grow. Early Bartlett pears that have brought fame to the river section; asparagus as delicious in flavor as it is mammoth in size; sugar beets heavy in yield and, too, high in sugar content; beans, potatoes, onions, alfalfa—a great diversity of other good crops, producing returns of \$100, \$200 and more to the acre yearly.

Deep sediment soil, controlled moisture, high farming standards, resident supervision, close markets—these and other factors account for the achieved success of this farm land subdivision. Seventy per cent of the land sold to date has been purchased by neighboring farmers, men who knew what the land actually does produce.

### You, Too, Can Prosper

There is room for more good farmers, for more city men who seek the life in the open, for other investors, too, who perceive the opportunity. Reasonably priced, these lands are sold on easy payments with interest at six per cent.

Consider these advantages and write now for the illustrated folder, "Where It Pays to Farm."

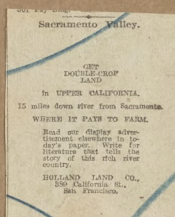
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Capital National Bank Building, Sacramento  
Clarksburg, Yolo County—on the Property

ADDRESS LETTERS TO THE SAN FRANCISCO OFFICE

Pocatello Trib. (Idaho)	5-19-1923
Christian Science Mon.	5-21-1923
Oleto Times	6-21-1923
Caldwell News	5-19-1923
Idaho Falls Post	5-20-1923
Idaho Statesman	5-30-1923
" Farmer	5-31-1923 (47 48 pages)
Twin Falls Times	5-31-1923

Long Beach Press 5-22-23  
Southern California Campaign #3



Long Beach Press 5-22-23  
" " Telegram 5-23-23  
L. A. Examiner 5-27-23  
" " Express 5-23-23  
" " Herald 5-24-23  
" " Record 5-24-23  
" " Times 5-23-23  
" " (Class) 5-23-23  
Santa Ana Register 5-22-23  
" " 5-28-23  
" " 5-4-23  
San Diego Union 5-23-23  
Trib.

L. A. Times 5-23-23

Los Angeles Examiner  
Times 5-6-1923

BUY YOUR FARM WHERE IT PAYS TO FARM  
15 miles down river from Sacramento. Read our comprehensive report in next Wednesday's issue and write for our illustrated folder.  
HOLLAND LAND CO.  
351 California St., San Francisco

L. A. Times 5-6-23



# HOLLAND DISTRICT PROMISES TO EXCEL ANY SECTION OF THE WORLD IN PRODUCTION; CULTIVATION HAS BEEN STARTED ONLY A FEW YEARS YET TODAY CROPS OF ENORMOUS PRIZE ARE BEING PRODUCED ON LAND THAT FOR YEARS PRODUCED ONLY TULE



Rich sediment soil, plenty of sunshine moderated by bay breezes, irrigation, are factors that insure profitable crops on the thousands of acres planted about Clarksburg.

Reclaimed from a sea of water that overtopped the land for six months of every year and only a few years ago, the Holland Land District of Yolo County, otherwise known as the Netherlands, promises now to produce more actual wealth, acre for acre, than the gold mines of the State produced in their palmy days.

"Absolutely unbelievable" is the term that might be applied to the district as it now stands as in comparison with what it was a few years ago before reclamation saved it from an annual inundation that had existed for over a hundred years.

LOTS of water there is even now in the Holland District of Yolo County, but every drop of that water is under control. Every ditch is filled or half filled, or dry, as the land owners desire it, or require it.

Not more than twenty-four inches from the surface water can be found, water for sub-irrigation that grows crops in such abundance that the measure has never yet been equalled, even in the fertile valley of the Nile. Through the courtesy of one of the large property owners in the Netherlands, or Holland District, the writer traveled up and down the district all of last Monday and spent an entire day viewing what might be termed a garden of production.

Jesse H. Cave, formerly a storekeeper at Clarksburg, is now one of the proud possessors of 150 acres of land in the district. He is proud of his acquisition and he is destined to take life easy in his old age, for living can be made by any family, a good living, on 20 acres, or even less, of Holland Land Company soil.

A peculiar feature of the district is that those who bought the land were those who knew most about it, while of strangers there are few, and a neighborhood has been built up of those who have been neighbors for years in the past.

Verily, it was those who knew the land who bought most, for they knew there could be no such thing as failure on soil so rich as that of the Holland District.

It would be impossible in this article to go into details regarding the district. Suffice it to describe the case of Cave and his partner, Jim Patterson, the latter, of Sacramento.

Both bought 150 acres of land when the district was opened. They started immediately to plant asparagus and now, after four years of ownership, they have 100 acres of "grasses" three years old and producing heavily.

Of their tract of 300 acres, 40 acres of "grasses" is two years old and producing and 30 acres are but one year old and just starting to produce, while 130 acres are being planted this year.

Of the producing portion there is expected to harvest this spring not less than 20,000 boxes, which is now being shipped mostly to Los Angeles in refrigerator cars under lee at the rate of a carload every other day.

This "grass" is being sold at a rate of 7½ cents per pound and may bring as high as 9 cents per pound later on.



Heavy growth of leek seed under irrigation near Clarksburg—a typical scene along the shores of the generous Sacramento River.

These men harvest their "grass" green, because in some sections asparagus is liked better in the green state than in the white state. All the difference is that the green "grass" is allowed a few days more time to grow than the white "grass." White "grass" is cut as soon as it peeps out above the earth.

"Grass" is cut with a little tool in the shape of a spade with a broad, sharp nose, weighing not more than half a pound. The cutter seeing the "grass" aims to cut underneath the ground about eight or ten inches. After cutting, asparagus is not permitted to rest in the sun. It is taken immediately to the packing house on a sled drawn by a couple of horses and immediately placed in boxes for shipping. To keep it in a moist condition the cut ends are placed on wet moss so that the "grass" does not shrink white on the road.

By those having a thorough acquaintance with asparagus, the green "grass" is much preferred, although many people like the white "grass" better.

Practically all the "grass" grown in the United States is grown in California, and in all not more than 15,000 acres are devoted to its production. That acreage is being somewhat increased at the present time in the Holland District, but in other sections of the delta district where "grasses" has been grown for several years past the acreage is being reduced so that it is estimated that at no time in the future can there be more than 20,000 acres of growing asparagus, yet the demand for the article is continually on the increase.

Before the war an average price was 2 cents per pound, but now sellers are glad to get it for 4, 5 and 6 cents per pound.

To grow asparagus, the land must be thoroughly cultivated and, in addition, must be rich in fertilization. During years a growth of tules and a deposit of silt from overflowing water left the Holland District an ideal place for the production of this succulent crop.

But asparagus is not the only crop that grows in profusion in the Holland District. Barley is so productive and grows in such profusion that frequently it is difficult to harvest the crop. It is not unusual for farmers in the Holland District to take off between sixty and sixty-five sacks of barley to the acre. Now, however, more remunerative crops are being planted in the district, such as asparagus, beans, seeds, onions, vegetables and fruits.

Beans are produced all through the Holland District with an average production of about twenty-five sacks to the acre and sometimes as high as thirty.

Onions and potatoes are produced in such large profusion that farmers have been known to take 250 and 250 sacks to the acre. This statement is almost incredible to farmers in other sections of the country where the land has been producing crops for many years and must be regularly fertilized for each crop.

No fertilization whatever is necessary or is used in the Holland District to produce the crops above mentioned.

The Holland District is entirely surrounded by water, practically an island. On the east, the Sacramento River runs along twenty-two miles of levee. On the west Elk Slough is navigable for boats to convey the products to market.

At Clarksburg, the center of the district and where the headquarters of the Holland Land Company are located there is a large wharf for loading and unloading boats. From this wharf every day are taken vast quantities of produce grown on the tract and here, too, are landed vast quantities of material used in building homes, barns and packing houses. Here, also, are landed the great quantities of agricultural implements used by the farmers of the district.

The town of Clarksburg, consisting of sixty acres, has been laid out and lots have been sold for future homes. A magnificent park has been laid out and is now being maintained by the Holland Land Company, and Pat Ryan, the general gardener, has a wealth of floral beauty, brought to perfection with unceasing labor in that park.

A splendid grammar school is now more than half completed within the townsite. This school consists of six large rooms that will be needed very soon in the district, although up to the present time, or until the district was reclaimed, a two-room school was all that was necessary to accommodate the children of the neighborhood.

It is not one section of the Holland District that is fertile and productive. Every acre of the 26,000 acres is of similar quality, but while all of it is not asparagus land, every acre of it is suitable to produce crops of some kind that cannot be equalled in many other sections of the globe.

As proof of the assertion that those who know the district best were those who bought most, a list of names is given below showing confirmation.

A movement is now on foot to build concrete roads through the district. There is one disadvantage under which the farmers labor and that is the road question. During winter rains the roads are soft and frequently impassable. That is only natural in a land that is capable of so much production.

It is the intention of the land owners in the district to bond themselves in the amount of \$750,000 for the building of permanent roads so that at any time of the year they may harvest their crops.

Clarksburg is but nine miles from Sacramento. It stands in the center of the district and on the edge of the Sacramento River where there is ample transportation for all crops produced by the farmers.

The list of land owners may be found in the accompanying column.

## IMPORTANCE OF BEET SUGAR INDUSTRY

### Farmer Sure to

Stephen H. Love's Address Before the U. S. Sugar Manufacturers' Association.

"In the Wake of Raising Sugar Beets Follows the Building of Factories and Towns."

Necessity of Soil Fertility—Most Profitable Crop Known—What Geo. E. Springer Says.

FOLLOWING the story published on August 3d, containing the interview with George E. Springer, general manager of the Alameda Sugar Company, with plants at various points, including the factory at Tracy, quite a bit of interest in sugar beet growing has been aroused.

Mr. Springer, last week, visited the Holland Land Company tract at Clarksburg, in company with President J. V. Mendenhall. Here there is a large acreage planted. Growers last year received an average of \$11 a ton for their beets, and the yield was as high as 27 tons to the acre, with sugar content from 18 to 21 per cent.

The Delta sections have demonstrated absolutely that the growing of beets is a highly profitable crop.

Mr. Springer in a statement to the BYRON TIMES declared:

"I sincerely believe that nothing can be done for the Delta lands that will mean more to the owners than to scientifically rotate with the sugar beet as the basic crop. I am sure that you agree with this conclusion, and that your every effort will be bent toward restoring and stabilizing the sugar industry of Contra Costa and San Joaquin counties."

Mr. Springer gave some figures in his interview on August 3 that will bear repeating, as follows:

"There is every reason for the farmer to be encouraged to plant sugar beets. All the sugar we produce in the United States, PLUS ALL WE RAISE IN OUR POSSESSIONS, represents only FIFTY PER CENT of America's consumption of sugar. There is no fear of an over-production."

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# **\$600,000 In Land Sold By Clarksburg Co.**

CLARKSBURG, June 8.—Bringing sales this year to date in the Holland Land tract practically to the \$600,000 mark, announcement has just been made of the purchase by Clarence E. Holmes of this community of another sixty acres near the southwestern corner of the tract.

With his brother's holdings, the Holmes will farm more than 550 acres of high value crop land in this tract.

It is understood that the new parcel is to be planted to sugar beets and beans.

# **VOLEBEET CROP SHOWS INCREASE**

CLARKSBURG, Yolo Co., June 2.—In anticipation of a greatly increased acreage of voley beet crops in this district this season, three new sugar beet farms are expected to be erected by the sugar company. The aggregate capacity of the new equipment will be 500 tons of sugar beets per day. In the Holland Land company tract alone there are about 2800 acres in sugar beets this season.

# **Sales In Holland Land Tract \$600,000 Mark**

Bringing sales this year to date in the Holland Land tract at Clarksburg practically to the \$600,000 mark, announcement has just been made of the purchase by Clarence E. Holmes of this community of another 60 acres adjoining his present holdings of 200 acres near the southwestern corner of the tract.

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# **'VALLEY OF THE NILE' OFFICES ARE OPENED**

James N. Block, Jr., representative of the Holland Land Co., of Clarksburg, Calif., now in Los Angeles for the purpose of answering any inquiries relative to "California's Valley of the Nile," has made his headquarters in the offices of the California Farms Co., 723 Pacific Finance building.

# **A TRACT SELLING FAST**

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# **CLARKSBURG FARMERS ADD TO HOLDINGS**

CLARKSBURG, June 8.—Adding to his present holdings, agricultural 200 acres near the southwestern corner of the tract, Clarence E. Holmes of this community has rounded out his farm land holdings by purchasing another 60 acres from the Holland Land Company. The parcel just acquired is near the southwestern corner of the district and will be developed on a diversified scale.

This sale brings the aggregate transactions in the Holland tract to date this year practically to the \$600,000 mark, some 580 acres having been sold to farmers during the preceding five months.

# **Additional Farm Land Sold By S.F. High-Grade Land Co.**

CLARKSBURG, June 8.—By his purchase of an additional sixty acres in the Holland Land tract, Clarence E. Holmes of this community will now undertake the farming of more than 550 acres of high-value crop land. This sale brings the aggregate transactions in the tract for this year to date practically to the \$600,000 mark, some 580 acres of land.

# **\$600,000 Land Farming Sales Reported**

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# **Holland Land Tract Sales in 1923 Near Total of \$600,000**

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# **Colonization Project Near State Capital Scores Success**

'Few Acres Remain Unsold'

The Holland Land Company is one colonization concern which has had little difficulty in disposing of its holdings, of which but 2000 acres remain on the market. To one acquainted with the various advantages which the property has to offer, it is not surprising. Located within fifteen miles of the state capital, with both rail and motor transportation, soil of unparalleled richness, water for irrigation at low cost and in unlimited quantities, excellent climate, nearness to market—what more could a producer desire?

# **Holland Land Tract Production Varies**

CLARKSBURG, June 15.—Seasonal activities in this district are approaching their peak. The small remaining acreage is being worked by the first season's crop.

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# **Big Acreage In Beans**

CLARKSBURG, June 22.—Five thousand acres of beans are being set out in Holland Land Company's subdivision west of here. Bayos, red Mexicans, white and pink are the predominating varieties, pink accounting for the greatest acreage.

# **Many Acres (1923-1913) Planted to Beans**

CLARKSBURG, June 22.—With pink as the predominating variety, 5000 acres of beans are being planted this season in the Holland Land Co. tract west of here. Other principal varieties are bayos, red Mexicans, and white. The trend toward diversified farming is being further indicated by June budding of peach seedlings to apricots and various varieties of cling peaches and in the picking of several asparagus nurseries.

# **GREAT ACREAGE OF BEANS PLANTED**

CLARKSBURG, Yolo Co., May 11.—Asparagus, fruit trees, sugar beets, and other high-value crops have been planted in the Holland Land Co. tract west of here. The trend toward diversified farming is being further indicated by June budding of peach seedlings to apricots and various varieties of cling peaches and in the picking of several asparagus nurseries.

# **SUGAR BEET YIELD HEAVY THIS YEAR**

CLARKSBURG, Cal., May 26.—Three sugar beet dumps are to be erected in this vicinity in anticipation of the greatly increased crop that will be harvested from the Holland Land Company tract.

# **HOLLAND LAND DIV.**

The Holland Land Company has declared its regular dividend of \$1 per share on stock of record June 20, payable July 1. S.F. Call, 1923-62.

# **CLARKSBURG TRACT**

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CLARKSBURG, June 22.—With pink as the predominating variety, 5000 acres of beans are being planted this season in the Holland Land Co. tract west of here. Other principal varieties are bayos, red Mexicans, and white. The trend toward diversified farming is being further indicated by June budding of peach seedlings to apricots and various varieties of cling peaches and in the picking of several asparagus nurseries.

# **GREAT ACREAGE OF BEANS PLANTED**

CLARKSBURG, Yolo Co., May 11.—Asparagus, fruit trees, sugar beets, and other high-value crops have been planted in the Holland Land Co. tract west of here. The trend toward diversified farming is being further indicated by June budding of peach seedlings to apricots and various varieties of cling peaches and in the picking of several asparagus nurseries.

# **SUGAR BEET YIELD HEAVY THIS YEAR**

CLARKSBURG, Cal., May 26.—Three sugar beet dumps are to be erected in this vicinity in anticipation of the greatly increased crop that will be harvested from the Holland Land Company tract.

# **HOLLAND LAND DIV.**

The Holland Land Company has declared its regular dividend of \$1 per share on stock of record June 20, payable July 1. S.F. Call, 1923-62.

# **CLARKSBURG TRACT**

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# **Holland Land Sales \$5,800,000 This Year**

CLARKSBURG, Yolo County, June 3.—Bringing sales this year to date in the Holland Land tract practically to the \$5,800,000 mark, announcement has just been made of the purchase by Clarence E. Holmes of this community of another sixty acres adjoining his present holdings of 200 acres near the southwestern corner of the tract.

# **DIVIDEND ANNOUNCED BY HOLLAND LAND CO.**

J. V. Mendelhall, president of the Holland Land Company, has announced a dividend of \$1 per share to stockholders of record June 20. The dividend will be paid out of earnings.

# **SACRAMENTO VALLEY RANCH BONDS**

Three hundred and fifty thousand dollars 7 per cent gold bonds of the Sacramento Valley Colony Company are today on sale by the American National Company. The issue is guaranteed by the state of California. The bonds are being sold at a discount of 10 per cent.

# **5000 Acres to Beans on Holland Land Company**

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## WHERE IT PAYS TO FARM

15 miles down river from Sacramento

Success factors: river soil, irrigation, transportation by rail, water, and highway to large, nearby markets, community life. Grow pears, asparagus, sugar beets, beans, commercial seed—true diversity. Small parcels, or large, on easy payments: 6% interest. Our lands pay their own way. Write for illustrated description, "Where It Pays to Farm."

### HOLLAND LAND COMPANY

Approved by California  
State Real Estate  
Commissioner

359 CALIFORNIA STREET  
SAN FRANCISCO

Member California  
Approved Land Settlement  
Association

Success 55 fold Farming July 23 Country Gentleman July 14, 1923  
The Minneapolis Journal June 10, 1923  
The Tacoma Star June 26, 1923

## 15 miles from Sacramento



When in Sacramento or San Francisco, call and arrange for a trip through the rich river country as our guest. Determine for yourself that this property possesses all the factors which mean assured success and prosperity to newcomers.

### Buy Your Farm Where It Pays to Farm

LOCATE YOUR FARM HOME on the Sacramento River, the stream that government figures rank first in the United States in cargo values per ton. There are reasons aplenty. Come to Clarksburg, the new river-fronting farming community just below the State Capital, to buy moderately priced land on easy terms. You will be but three hours from the cities on San Francisco Bay, to which you can run by electric train, by improved highway, or by water.

### Where High-Value Crops Grow

Here, in a section typical of upper California's best development, you will find "California's Valley of the Nile," where high-value crops grow. Early Bartlett pears that have brought fame to the river section; asparagus as delicious in flavor as it is mammoth in size; sugar beets heavy in yield and, too, high in sugar content; beans, potatoes, onions, alfalfa—a great diversity of other proved crops, producing returns of \$100, \$200 and more to the acre yearly.

Deep sediment soil, controlled moisture, high farming standards, resident supervision, closeby markets—these and other factors account for the achieved success of this farm land subdivision. Seventy per cent of the land sold to date has been purchased by neighboring farmers, men who knew what the land actually does produce.

### You, Too, Can Prosper

There is room for more good farmers, for more city men who seek the life in the open, for other investors, too, who perceive the opportunity. Reasonably priced, these lands are sold on easy payments with interest at six per cent.

Consider these advantages and write now for the illustrated folder, "Where It Pays to Farm."

## Holland Land Company

355 California Street, San Francisco  
Capital National Bank Building, Sacramento  
Clarksburg, Yolo County—on the Property

Approved by California State  
Real Estate Commissioner.  
Member California Approved  
Land Settlement Association.

ADDRESS LETTERS TO THE SAN FRANCISCO OFFICE

Idaho Farmer May 31 1923

MONTANA FARMER 1923-7-6

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MONTANA FARMER June 15, 1923  
July 1, 1923



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ADDRESS LETTERS TO THE SAN FRANCISCO OFFICE

15 miles down  
river from  
Sacramento



## Farm in California

The Minneapolis Tribune June 17, 1923.

### Where it Pays to Farm

Success factors: river soil, irrigation, transportation by rail, water, and highway to large, nearby markets, community life. Grow pears, asparagus, sugar beets, beans, commercial seed—true diversity. Small parcels, or large, on easy payments: 6 per cent interest. Our lands pay their own way. Write for illustrated description, "Where It Pays to Farm."

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375 CALIFORNIA STREET  
SAN FRANCISCO

Member California  
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Association



## Grow Beets

Where it pays to Farm

15 miles down river from Sacramento—where yields exceeding 20 tons with sugar content above 18 per cent are by no means extraordinary.

4,000 Acres Now in Beets  
Write for facts and figures

### HOLLAND LAND CO.

351 California Street  
San Francisco

Approved by California  
State Real Estate Commissioner  
Member

California Approved Land Settlement Association

Sugar Beet Journal May 1923  
June 1923



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351 California Street  
San Francisco

Approved by California  
State Real Estate Commissioner  
Member

California Approved Land Settlement Association

Sugar Beet Journal July 23  
Sept. 1923  
Nov. 1923

1914, investment opportunity in growing trees in the Sacramento Valley. Low cost, high yield; at least \$10,000 cash required to finance portion of venture guaranteed. This offer is limited.

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State Real Estate  
Commissioner

000 CALIFORNIA STREET  
SAN FRANCISCO

Member California  
Approved Land Settlement  
Association

Pennsylvania Grange News  
September 1923



## GET BIG-PAY CROP LAND

in Upper California 15 miles down river from Sacramento

### Where It Pays to Farm

#### At Clarksburg

#### Sound Security

Big pay crops  
Community spirit  
Diversity of crops  
Easy payments  
Experienced counsel  
Farm Bureau Center  
Graded tree-lined roads  
High farming standards  
Insured land titles  
Moderate prices  
Paved road to city  
Resident supervision  
Satisfied settlers  
Sediment soil—deep,  
virgin, lasting  
Sensible restrictions  
Six per cent interest  
Sub-irrigation or surface  
low-head pumping  
Water transportation  
30 minutes to Capital

#### Match It!

#### Choice of Crops

Alfalfa	Hops
Asparagus	Onions
Beans	Peaches
Celery	Pears
Cherries	Peas
Commercial	Plums
cial Seed	Potatoes
Corn	Prunes
Garden	Spinach
Truck	Sugar
Grain	Beets

#### Diversity!

COME TO CLARKSBURG and let the crops tell the story of the fertility of these deep sedimentary lands. Results are the best test! Why rely on extravagant claims and alluring promises elsewhere when you can

#### Check up on the Actualities Here

Come and talk with some of the 140 buyers of 17,000 high-value-crop acres. Ask them about soil wealth, about economy of irrigation, about transportation advantages. Ask them about the value of the aid and advice of the company's trained staff. Ask them how the company backs up its buyers to the point of self-supporting success. Convince yourself that these lands do indeed

#### Challenge Comparison

that the all-important success factors are present. We will gladly take you over the whole district that you may get a glimpse of the character of country that has put the Sacramento at top rank among all the rivers of the United States in cargo value per ton, according to government records. Here at Clarksburg, but a half-hour from the metropolis of the valley, you can buy

#### Land Averaging \$350 an Acre

in cost and lay the foundation for the type of highly developed farm home estates you will see across the river, where values run well past the thousand-dollar mark per acre—indeed, where lands are not on the market at any figure. You can buy on easy payments, too, with interest at 6%, with the knowledge that here good farmers are making their lands pay their own way on the installment-purchase plan.

Learn the facts about this incoming farming community from our illustrated description, "Where It Pays to Farm." A postcard request will bring you a copy.

### Holland Land Company

367 California Street, San Francisco

Capital National Bank Building, Sacramento

Clarksburg, Yolo County—on the Property

ADDRESS LETTERS TO THE SAN FRANCISCO OFFICE

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## GET HIGH-VALUE CROP LAND

in  
Upper  
California

— WHERE  
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#### Half Hour From the Metropolis

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Paper Circulates in Byron, Tracy, Bethany, Livermore, much of the Delta Country, and in Stockton

# BYRON TIMES

18TH YEAR

BYRON, CONTRA COSTA COUNTY, CALIFORNIA, FRIDAY, JULY 6, 1923

## SUGAR BEETS ARE PROVING SATISFACTORY What Co-Operation

**Alameda Sugar Company Distributed \$303,000 Among Growers in 1922.**

**Returns \$11 a Ton--Some of Best Yields in Holland Land Co. Tract in Yolo County.**

**1000 ACRES ON SHERMAN ISLAND**

**SUGAR BEETS** are coming to the front again, particularly in the Delta districts. Large acreages are being planted this season on a number of tracts, notably Sherman Island, where the total this year will reach 1000 acres.

Some of the best yields and choicest beets come from the Holland Land Company tract near Clarksburg, in Yolo County, on the Sacramento River, according to the Alameda Sugar Company.

As the same contract in force last year, based on sugar content and price received by the factory for sugar, is operative this season, with sugar in strong position in world markets, growers again anticipate most satisfactory returns.

The co-operation shown by the Alameda Sugar Company means the grower will profit whenever the price rises. Heretofore he has been at the mercy of whatever rate was offered him, dependent, of course, on the sugar content. This will result in increased planting of sugar beets in the Delta districts.

An interesting statement just issued regarding the workings of the Alameda Sugar Company will be interesting:

The Alameda Sugar Company has just delivered checks covering final payments to those who grew beets in 1922. The farmers of Eden and Washington townships, in Alameda County, and the farmers about Milpitas, Mt. View and Palo Alto in Santa Clara County, as well as those who are growing beets in the Delta districts and shipping to the Alvarado factory, have received amounts approximating \$60,000, which, with previous payments, represent over \$303,000 received by the best growers of the Alameda Sugar Company, who delivered the 27,000 tons of beets to the Alvarado factory in 1922.

This is an average return to the growers of over \$11 per ton. The crop, has, therefore, proven most satisfactory to the growers.

This same contract is now in force between these beet growers and the Alameda Sugar Company, the same being based on sugar content and price received by the company for sugar.

As an illustration of the division, all sums received by the company since the settlement on the six cents basis, have been divided between the company and the grower, on the basis of over 60 per cent to the grower and less than 40 per cent to the company.

This is real co-operation and should result in a substantial increase in beet acreage in the Alameda Sugar Company's territory. This is particularly important in view of the necessity of this country producing more of its own sugar.

The Alvarado territory is the oldest beet sugar section in the United States. The average yield in said territory is very high, being over twelve tons per acre, with a very high sugar content. As the position of sugar is still very strong, indications are extremely favorable for a high price for the sugar beets now growing, as well as for the sugar beets that will be grown in 1924.

## BYRON TIMES

ISSUED EVERY FRIDAY

HARRY HAMMOND Editor and Publisher

SUBSCRIPTION RATES:  
1 year, \$3.50; 6 months, \$2.00 Foreign Countries: 1 year, \$5.00  
Outside California, 1 year \$4.00 Single Copy 10 Cents

Entered at the Postoffice at Byron (California) as mail matter of the Second Class

MONARCH OF THE DELTA.

FRIDAY, JULY 6, 1923--EIGHTEENTH YEAR

AN ENCOURAGING SIGN.

STOCKHOLDERS of the Holland Land Company have received another dividend, of one dollar per share. Announcement is made that this dividend is paid out of net earnings.

Despite the rather disappointing conditions that have obtained in the Delta and other farming districts the past year, it is a sure sign of gathering confidence to know that a dividend of net earnings is being paid by the Holland Land Company.

Prices received for agricultural products have not been such as to restore confidence, but that the future is looming a bit brighter may be taken for granted when net dividends can be paid on agricultural endeavor, even though there may be but limited instances of such returns.

All of which is testimonial to the intelligent course pursued in the matter of development of this Holland Land Company. Here are growing all manner of products, crop rotation being strictly followed, that the maximum of results may accrue. Fruit culture is being followed to a large extent. Sugar beet growing here has reached a high degree of perfection.

President J. V. Mendenhall has demonstrated that all ability is not wrapped up in industry. Some day the farmer will come into his just dues, but it will not be by following the line of least resistance, barley growing. When the big tracts are cut up, and farmed along intensive lines, then real prosperity will come to the communities.

### LARGE ACREAGE PLANTED IN BEANS

CLARKSBURG.—Five thousand acres of beans are being set out in Holland Land Company's subdivision west of here. Bayos, red Mexicans, whites and pinks are the predominant varieties, plants accounting for the greatest acreage. Coincidentally, June budding of peach seedlings to apricots and various varieties of cling peaches and the cultivation of several asparagus nurseries indicate the diversity of agricultural operations hereabouts.

Grocers Advocate 1923-7-20

### Growing Celery in Holland Land District

Woodland Demo 7/2/23

Weber & Ginochio are extending their farming operations about Clarksburg by setting out 50 acres of celery in the Holland Land Company tract. Of their several hundred acres a considerable acreage is already in bearing. Other diversified-farming crops in the district this season are peas and asparagus, besides the long established potatoes, beans, onions and sugar beets.

### 50 Acres of Celery Planted at Clarksburg

Another evidence of the established adaptability of these river lands to diversified crops is the setting out of 50 acres to celery by Weber & Ginochio, who own several hundred acres in the Holland Land company's tract near Clarksburg, and are important growers of beans. Peas and asparagus are other crops that find favor, in addition to the long established potatoes, beans, onions, and sugar beets. River News 1923-7-14

### Beet Crop Mortgaged in Clarksburg Dist.

Thirty crop mortgages on beet crops grown in the Clarksburg district have been filed with the Yolo county recorder, Le R. Pierce, within the past few days by the Alameda Sugar company, which now controls the entire crop of the Holland Land company, covering at least 9000 acres. The sugar company has advanced certain sums to each of the beet growers and has taken crop mortgages upon the 1923 crop. The mortgages are liberal and pave the way for the growers to make considerable profit this year, the mortgages not covering the entire crop.

Alameda News 1923-7-7 Page 1

### That Ideal Holland Land Buyer Location Is Attractive

CLARKSBURG, Yolo County, July 6.—S. B. L. Spangford of Oakland and Mrs. Evelyn Caulton of Berkeley are the latest buyers of farm land parcels in the Holland Land Company tract centering here, the sales covering, respectively, 47 and 15 acres, representing investments of more than \$22,000. In addition, first payments made on sales not yet consummated involving something less than one hundred acres priced at over \$35,000. Two new sales have been made in the townsite also, each for nearly \$1500.

Sales in the Holland Land Company tract since January 1 total \$274,000, involving a little less than eight hundred acres, exclusive of sales of unimproved and improved townsite lots.

### OAKLANDERS BUY LANDS IN YOLO CO.

S. B. L. Spangford of Oakland, and Mrs. Evelyn Caulton of Berkeley, are the latest buyers of farm land parcels in the Holland Land Company tract centering Clarksburg, the sales covering, respectively, 47 and 15 acres, representing investments of more than \$22,000. In addition first payments have been made on sales not yet consummated involving something less than one hundred acres priced at over \$35,000. Two new sales have been made in the townsite also, each for nearly \$1500.

Sales in the Holland Land tract since January 1 total \$274,000, involving a little less than eight hundred acres, exclusive of sales of unimproved and improved townsite lots.

Woodland Demo. 7/6/23

### Fifty Acres Celery Planted in Tract

CLARKSBURG, Yolo County, July 14.—Another evidence of the established adaptability of these river lands to diversified crops is the setting out of fifty acres to celery by Weber & Ginochio, who own several hundred acres in the Holland Land Company tract and are important growers of beans. Peas and asparagus are other crops that find favor, in addition to the long established potatoes, beans, onions and sugar beets. W. C. News 7-14

### HOLLAND LAND CO. SALES ARE STILL MOUNTING HIGHER

Woodland Mail 7/7/23

CLARKSBURG, Yolo County, July 7.—Sales representing investments of more than \$22,000 have been made by the Holland Land Company, the buyers being Mrs. Evelyn Caulton, of Berkeley, who bought 15 acres, and S. B. L. Spangford, of Oakland, who acquired 47 acres. Two townsite lots, each worth \$1450, were also sold, and first payments were made on parcels aggregating nearly 100 acres for a total of over \$35,000, the latter deals not yet being consummated.

Since January 1, Holland Land tract sales have totalled a little less than 800 acres, representing investments aggregating \$274,000.

### 27,000 TONS OF SUGAR BEETS BRING \$300,000

CLARKSBURG, June 29.—Over \$300,000 for 27,000 tons of sugar beets represents the aggregate amount received by growers in the Alvarado factory territory, to which this district is an important contributor, according to figures just compiled by the Alameda Sugar Company. Growers hereabouts find gratification in the report of the company, which comments on the fact that some of the best yields and that the choicest beets came from the Holland Land Company tract.

With last year's contract again in force, and with sugar in strong position in world markets, growers anticipate an equally satisfactory season following the better than \$11 a ton average for 1922. Sugar Beet An.

### Yolo Developing New Pears To Advance Maturity Fifteen Days

H. M. Van Tassel, Yolo county horticultural commissioner, today reported that the Clarksburg Nursery is propagating a new variety of Bartlett pears that will mature at least twenty days ahead of the pears now being grown. The first pears were shipped this season on June 14. It is Van Tassel's belief that the new variety will ripen sufficiently early to enable the shipping season to start around the middle part of September.

The propagating has been progressing with wonderful success. Van Tassel stated that the pears last May 20 measured 3 inches in diameter. By June 1, they had grown to 3 1/4 inches; July 1, 3 3/4 inches, and July 12, 4 inches.

First pears were shipped out of the

### Celery Set Out in Holland Land Tract

CLARKSBURG (Yolo county), July 13.—Another evidence of the established adaptability of river lands to diversified crops is the setting out of fifty acres to celery by Weber & Ginochio, who own several hundred acres in the Holland Land company tract and are important growers of beans. Peas and asparagus are other crops that find favor, in addition to the long established potatoes, beans, onions and sugar beets. S. F. C. News 7-14

R. N. Wilson Speaker

### At Clarksburg Meeting Woodland Mail 7/3

At a largely attended session of the Clarksburg farm center last evening, R. N. Wilson of the farm bureau legislative committee discussed new legislation and the matter of transportation. J. C. Marshall of Clarksburg was heard in song and J. B. Mendenhall, head of the Holland Land Company, spoke. Refreshments and a social hour made it one of the best meetings of the season. Warren Norton, farm adviser here, was present.

### Crop Diversity on Holland T-26 Land Company's Ideal Tract

CLARKSBURG, Yolo County, July 13.—Weber & Ginochio are extending their farming operations hereabout by setting out 50 acres of celery in the Holland Land Company tract. Of their several hundred acres a considerable acreage is already in bearing. Other diversified-farming crops in the district this season are peas and asparagus, besides the long favored beans, potatoes, onions and sugar beets.

### THE SACRAMENTO BEE 1923-7-14

### Southerners Study Land Settlement

To study land colonization development in California as it is being worked out at the settlement colonies at Delhi and Durham, to the end of establishing some such system in the South, a legislative delegation of South Carolina's leading planters, educators and economists arrived in San Francisco yesterday. The party is headed by former governor Richard L. Manning. South Carolina's war governor, a banker and one of the South's largest planters. Another member of the delegation is Dr. W. W. Long, director of extension at the South Carolina Agricultural College, Clemson, a planter-mover in the colonization undertaking.

### RIVER LAND IS GOOD FOR CELERY

Mail of Woodland

CLARKSBURG, July 14.—Another evidence of the established adaptability of these river lands to diversified crops is the setting out of 50 acres to celery by Weber & Ginochio, who own several hundred acres in the Holland Land Company tract and are important growers of beans. Peas and asparagus are other crops that find favor, in addition to the long established potatoes, beans, onions and sugar beets.







## Two Tracts Sold

**In Placer County**  
CLARKSBURG (Yolo County), July 28.—C. W. Wilson, of Los Angeles, and Henry Vogtsberger, of Auburn, Placer County, have bought adjoining parcels of 47 acres each, facing Jefferson boulevard in the Holland Land Company tract northwest of here. Their purchase prices aggregated more than \$25,000.

## QUARTER MILLION IN HOLLAND LAND SALES

Sales in the Holland land tract since the first of the year have reached \$275,000, according to the announcement of President J. V. Mendenhall. Less than 800 acres have been involved in the transactions. This is exclusive of unimproved and improved townsite lots.

## More Sales in Holland Land Co.

CLARKSBURG, Yolo County, July 27.—Sales aggregating more than \$35,000 have just been announced by the Holland Land Company, the buyers being G. W. Wilson, of Los Angeles and Henry Vogtsberger of Auburn, Calif., who bought adjoining parcels of 47 acres each, facing Jefferson Boulevard, northwest of here.

## Inspection of Holland Land Co.'s Tract at Clarksburg

CLARKSBURG, Yolo County, July 26.—Incident to a study of California's land settlement policies as actually worked out, a legislatively appointed commission from South Carolina, headed by Messrs. H. M. Van Tassel, horticultural commissioner, and George E. Springer, general manager of the Holland Land Company, visited the tract west of here during the course of their trip between Durham and Delhi, the State colonies. General Manager Gus Olson headed the corps of hosts who piloted the southerners through the district.

The delegation was headed by ex-Governor Manning, South Carolina's war Governor, and Dr. W. W. Long, director of extension of the South Carolina Agricultural College at Clemson, a leader in the State's colonization program. Newberry College was represented.

## CLARKSBURG ITEMS OF INTEREST

**Sacramento Independent**  
Mrs. Eva Soto and her children spent the week in Sacramento with her sister, Mrs. Peter Maciel. The ladies lodge, County No. 16, S. P. R. S. I., gave a picnic on Sunday at the home of Mrs. Eva Soto, the benefit of St. Joseph's Catholic Church. The attendance was large. Mr. and Mrs. Manuel Duarte left here on July 5th for San Miguel, Azores Islands, and according to a telegram just received, Mr. Duarte died on his arrival at San Miguel. Budget Soto is spending his vacation with his aunt, Mrs. Laura Garcia, on the Riverside Road. Mrs. Peter Maciel and children of Sacramento are spending a few days here with her sister, Mrs. Eva Soto. Manuel Silva, Jr., and Frank Adams have just returned from Lake Francisco. Joseph L. Constantine, Supreme Financial Secretary of the I. O. E. S., was a visitor to Dixon County, No. 143, on official business, and also visited Woodland where he instituted Woodland Council No. 188. Mr. and Mrs. John Waxson and daughter, Mrs. Albert Silva, and son, accompanied by King Brown and Miss Rose Brown, left for Santa Cruz and Monterey. Miss Mary Silva is spending her vacation with her sister, Mrs. Rose Santos, in San Jose. Miss Gladys Soto is getting to be "some driver," as she is seen carrying bit around in her new Dodge car. "Good for Gladys."

## SUPERVISORS MAKE VISIT TO HOLLAND DISTRICT

### 1923 TO VIEW ROADS

### Sacramento Independent

Yesterday, three of the board of supervisors of Yolo County spent the greater part of the day with County Engineer Proctor inspecting the roads in the Holland District and in the West Sacramento District. The object of the visit was to view the actual conditions prevailing in the productive section of the county as far as they are able, so the supervisors may advance whatever relief they can to provide transportation for the residents and land owners of the district.

The roads in the West Sacramento District have been greatly neglected during several years past, mostly because the district is so large and land valuations were low thus affording but little return to county tax.

Now that land values have been established and a regular income tax is being returned to the county, the supervisors see the necessity of giving the farmers roads that would be passable at least.

Necessarily the road work in the Holland District, for it is only during the last three years that the Holland District has begun to make a showing. In addition road bases cannot be laid until the roads are not yet settled and will not be settled for perhaps two years after some time to come.

The supervisors making the visit yesterday were W. O. Russell, Lee Hutchings and W. J. Leinberger. Following their visit the Woodland men proceeded to their homes with County Engineer Proctor.

## New Early Pears

WOODLAND, Aug. 6.—Pears that will mature 15 days or more in advance of the pears now grown are being propagated by a nursery at Clarksburg, Yolo County, reports H. M. Van Tassel, horticultural commissioner. He says the pears are a new variety of Bartlett.

Last May the pears measured 1 1/2 inches in diameter. On July 12 the tape line showed the diameter to have grown a full inch.

## TRACY SUGAR FACTORY MAY START AGAIN

### Stockton Record

### County Ready If Farmers Will Plant Acreage

### 1923 to Sugar Beets 8-2

TRACY OFFICE STOCKTON RECORD, Aug. 7.—There is strong possibility that the sugar beet factory, idle for several years, may start up again next year. Action depends on the attitude of farmers toward beet cultivation. Says George E. Springer, general manager of the Alameda Sugar Company, which owns the local plant, "The beet growers are waiting for the factory at Tracy. All the machinery is in place. We are simply waiting for the growers of beets to plant sufficient acreage—about 10,000 to 20,000 acres—to make it worth while to start the factory."

Mr. Springer is naturally anxious to encourage the growing of sugar beets. We are prepared to furnish the farmer with full information, seed, and everything that will make for both his prosperity as well as ours.

"There has been a large yield in many of the Delta sections, and returns to growers by our company has been as high as \$11 a ton. The time is ripe for a return to sugar beet growing, and we are confident that we can continue so, for there never can be an over-production, for America is growing all the time."

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In the Holland Land company's tract near Clarksburg as high as twenty-seven tons or beets a sugar content from eighteen to twenty-two per cent. The Alameda Sugar company paid the growers there an average of \$11 a ton.

## Byron Lines No. 6

### TRACY SUGAR BEET FACTORY

### 1923 8-3

### Geo. E. Springer Says It Will Start if Enough Acreage.

TRACY'S sugar beet factory, which has lain idle for several years, will start operations in 1924 if sufficient acreage is planted in the surrounding county is planted to sugar beets. So declared George E. Springer, general manager of the Alameda Sugar Company, owners of the Tracy factory, to a representative of the BYRON TIMES.

Mr. Springer said: "We would be glad to open up the factory at Tracy. All the machinery is in place. We are simply waiting for the growers of beets to plant a sufficient acreage. Four to five thousand acres will be enough to justify reopening."

"There is every reason for the farmer to be encouraged to plant sugar beets. All the sugar we produce in the United States, plus all we raise in our possessions, represents only 50 per cent of America's consumption of sugar. There is no fear of an over-production."

Asked regarding the best soil on which to plant sugar beets, Mr. Springer replied: "Well, drained soils, properly prepared, make an ideal seed bed. The Delta sections are well adapted to the culture of the beet. It is a mistake to assume that beets will grow well in any old soil. The best results are gained by careful preparation, and care afterward."

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In the Holland Land Company's tract near Clarksburg as high as 27 tons of beets were grown per acre this season, with a sugar content from 18 to 21 per cent. The Alameda Sugar Company paid the growers there an average of \$11 a ton.

Farmers in the San Leandro section who last year planted more crops because the sugar companies could not renew beet contracts at war-time figures, found these other crops have not made them the money that sugar beets would have done even at peace-time prices.

## More Sales in Holland Land Co.

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## SFC LAND SALES, 1923-11

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General Manager Gus Olson presided at an informal luncheon arranged for the visitors and prominent settlers in the tract. Expressions were uniformly enthusiastic about the increase in the acreage of diversified crops, the completion of the irrigation system to reach every parcel, for intensively cultivated crops, and the prosperity and confidence of the newcomers in the future of the district.

The visiting party included President J. V. Mendenhall, Vice-President A. J. Ottem, and Directors John Daniel, E. S. Dulin and Lawrence Harris.

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## Holland Land Company's Byrnes Tract Is Ideal

CLARKSBURG, Yolo County, August 17.—On their annual field inspection, officers and directors of the Holland Land Company visited the company's 20,000-acre subdivision here this week. They got a first-hand comprehension of the development progress during the year, to view the condition of the crops and to confer with land buyers.

An informal luncheon of the officials and prominent settlers of the tract was arranged by General Manager Gus Olson presiding.

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## HOLLAND LAND CO.

### HEAD VISITS TRACT, FEAST AND INSPECT

### Woodland Democrat 7-13-23

On their annual field inspection officers and directors of the Holland Land Company visited the company's 20,000-acre subdivision near Clarksburg this week. They got a first-hand comprehension of development progress during the preceding year, studied the condition of the crops, and conferred with land buyers.

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## Directors Visit Rio Vista Holland Land Tract

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## River News 8/18/23

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## OFFICIALS VISIT 1923 HOLLAND DISTRICT

### Sacramento Independent

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## Officers on Tour

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## Inspection of Holland Land

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## Yolo Officials Visit Holland Land Tract

CLARKSBURG, August 17.—Supervisors W. E. Russell, Lee Hutchings, and W. J. Leinberger, accompanied by the County Engineer, Asa G. Proctor, have completed a tour of inspection thru the Clarksburg and river district. The trip was made to view the county officials first-hand the progress of development during the year, to view the condition of the crops, and to confer with land buyers.

With the growing popularity and the increasing value of the Holland Land Company tracts and other subdivisions, demands for road work have increased accordingly. The supervisors are recognizing the situation and plan to take measures toward betterment of such conditions.

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## CLARKSBURG

August 3.—Witness to the fact that the Holland Land company has notified Dulin & Co. underwriters of the first mortgage on the bonds that over \$100,000 in value of the same have now been presented for payment. The bonds in question were called on June 1, 1922, at 102 and accrued interest and interest accordingly ceased on that date.

## Clarksburg Fetes Land Firm Officers

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## Busy Times at Holland Land Company's Tract

CLARKSBURG, Yolo County, September 7.—Irrigating and cultivating celery, pulling gold mining, harvesting sugar beets, digging and shipping potatoes, thrashing onion and carrot seed, irrigating orchards, cutting hay, haling hoeing weeds, budding apparatus—this is scarcely a resume of current activities on the diversified farms of the Holland Land tract west of here. The crops have come through in splendid shape.

Those who have watched the development of the district are enthusiastic about progress achieved to date.

## HOLLAND LAND FIRM READY BUYERS NEAR HOME

Clarksburg, Sept. 15.—Supplying their first purchase commission across, George Land, of Clarksburg, have been another parcel of 44 acres in the Holland Land tract. The tract from the Willow Point Road just off person Boulevard.

Another sale just announced by the company is that to E. E. Van Alstyne, who has bought eight and a fraction acres on the Sacramento River in the northeast corner of the tract.

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# HOLLAND LAND COMPANY

351 CALIFORNIA STREET

SAN FRANCISCO

To Sam Buyers

May 15, 1923.

To our good friends  
at Clarksburg:

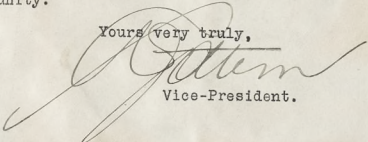
You will be interested in looking over our new folder,  
"WHERE IT PAYS TO FARM", sent herewith. We hope it will  
appeal to you and that you will help us put Clarksburg on  
the map in the distribution of it. That will benefit all  
of us.

Perhaps you have some friends and relatives whom you  
would like to have get copies of the folder. Send in their  
names and addresses and we will mail them the literature,  
writing each a personal letter in one of these novel combi-  
nation envelopes.

We are doing some advertising of the property around  
the San Francisco Bay region and in Southern California,  
where newcomers are congregating.

You are one with us, we know, in believing that the  
Holland Land tract takes second place to none as a success-  
ful farming community.

Yours very truly,

  
Vice-President.

# HOLLAND LAND COMPANY

351 CALIFORNIA STREET

SAN FRANCISCO

To Prospects listed  
July 1 to Dec. 31, 1922  
(outside of California)

May 18, 1923.

Steady progress has been made at Clarksburg  
since we wrote you some time ago in response to your  
inquiry.

Power line and telephone line extensions,  
the voting of a \$75,000 bond issue for a new union  
school building, the installation of new pumping  
plants, the construction of many miles of irrigation  
ditches for intensive cultivation, and the designa-  
tion of the River Road between Sacramento and the bay  
cities as the route of the transcontinental Victory  
Highway -- these are some of the evidences of devel-  
opment that mark the onward march of this successful  
farming community.

You will be interested, I think, in looking  
over the illustrated description sent herewith which  
has just been published. If you wish us to send  
copies to any friends who plan to come to California,  
we shall be glad to forward copies promptly upon re-  
ceipt of their names and addresses.

How are your own plans working out? We want  
to renew assurance of our readiness to correspond  
with you until you actually set out for California.  
When you get here we hope to have an opportunity to  
take you over the Clarksburg district as our guest.

Yours very truly,

Secretary

HOLLAND LAND COMPANY



**HOLLAND LAND COMPANY**  
351 CALIFORNIA STREET  
SAN FRANCISCO

May 23, 1923.

To California Prospects listed during 2d half 1922

Steady progress has been made at Clarksburg since we wrote you some time ago in response to your inquiry.

Power line and telephone line extensions, the voting of a \$75,000 bond issue for a new union school building, the installation of new pumping plants, the construction of many miles of irrigation ditches for intensive cultivation, the designation of the river road between Sacramento and the bay cities as the route of the transcontinental Victory Highway -- these are some of the evidences of development that mark the onward march of this successful farming community.

You will be interested, I think, in looking over the illustrated description, just published, which is sent herewith. If you wish us to send copies to any friends who plan to come to California, we shall be glad to forward copies promptly upon receipt of their names and addresses.

How are your own plans working out? We want to renew assurance of our readiness to correspond with you until you are actually ready to make your decision. When you are, we hope to have an opportunity to take you over the Clarksburg district as our guest.

Yours very truly,

Secretary  
HOLLAND LAND COMPANY

**HOLLAND LAND COMPANY**  
351 CALIFORNIA STREET  
SAN FRANCISCO

*150 for prospects listed as noted*

Prospective Californians:

Through the Sacramento Chamber of Commerce we have learned of your interest in getting definite information about farm land opportunities in that vicinity.

The illustrated description sent you herewith, together with the accompanying price lists, gives you such exact information about a farming community that has steadily come to the front in the last four or five years. After you look it over, will you not write us in some detail about your plans, asking such questions as occur to you and counting upon our prompt and detailed reply.

You will be convinced, we think, by reading what we have to say about our lands, that this company has brought the tract to an advanced state of development and that it is doing business on a high plane to protect the interests of those who settle in the Clarksburg farming community.

This company does something more than make a mere sale of land, and if you conclude to locate at Clarksburg after reaching California and making a careful study of conditions, you will have done something more than make a mere purchase of land.

Yours very truly,

HOLLAND LAND COMPANY,

By

Secretary.

P.S. Should any of your neighbors or friends or relatives elsewhere be interested in California, we shall be glad to send them the description of our lands if you will supply their names and addresses.



Sent to 15 S. P. Agents

Also to  
C.L. Seagraves, A.T. & S.F.  
Calif. Publicity Fund, 302 Hutton Bldg.

May 22, 1923

As a matter of information about the development of the rich sedimentary lands near Sacramento, we are sending you herewith an illustrated description of this company's properties, which has just been issued. Price lists are included to present the exact status of the subdivision as it is put before prospective settlers.

Should any one with whom you are in touch desire further information, we shall be glad to send full details upon request.

The tenor of the presentation will convince you of the high plane on which the development and sale of the property has been conducted.

Yours very truly,

Secretary  
HOLLAND LAND COMPANY

*for Southern Prospects - J.N. Block, Jr.*

## MEMORANDUM

SAN FRANCISCO.

### QUESTIONNAIRE

Name

Address (st)

(city)

Age Married

Boys:

ages. Girls:

ages.

Own own home?

Present employment

What kind of farming, if any, engaged in?

As owner?

As renter?

As laborer?

Any experience on irrigated farms?

Where?

Want to engage in mixed farming?

Crops preferred: (check them)

Pears	Beans	Chickens	Alfalfa
Prunes	Sugar beets	Stock raising	Barley
Peaches	Vegetables	Corn	Commercial Seed
Apricots	Dairying	Potatoes	Hops
Asparagus	Hogs	Onions	

Plan to build a home?

About what cost?

What farm equipment, if any?

How much cash to invest for all purposes?

About what date can you come for inspection trip?

Or close up your affairs and move?

Remarks:

New address if change is contemplated:



## HOLLAND LAND COMPANY

351 CALIFORNIA STREET  
SAN FRANCISCO

August 6, 1923.

151 Filled in and sent to Canadian prospects "general"

Dear Sir:-

Are you one of the increasing number of Canadian farmers who have their eyes turned toward California?

The more we investigate the situation the more we are impressed with the interest which people north of the border are showing in this state, which offers a healthful climate plus the opportunity to get land "where it pays to farm".

Assuming you are one of those interested, we have taken the liberty of sending you herewith an illustrated description of our properties at Clarksburg. We hope you will read it carefully. Note that this subdivision is not a project in the making, but is an established success.

A large portion of the land is already sold and those who are buying are making the lands pay their own way. There are no "For Sale" signs on the parcels acquired.

This company is prepared to go to any reasonable length to accommodate new settlers, particularly experienced farmers who go on the land and proceed to develop it. Payments are extended over a period of years and interest on deferred payments is only six per cent.

As the Company owes no debt we are able to carry buyers who are on the ground, if necessity arises.

If you are genuinely interested in coming to California, jot down the questions that occur to you as you read the literature and write us at some length. Whether or not you can make the move in the immediate future, we shall be interested in keeping in touch with you and keeping you posted on this successful Sacramento Valley farm land tract.

Yours very truly,

HOLLAND LAND COMPANY.

### REFERENCES:

Mercantile National Bank and  
Anglo & London Paris National  
Bank, San Francisco.  
California National Bank and  
Peoples Bank, Sacramento.  
Pacific Mutual Life Insurance Co., Los Angeles.

Secretary.

## HOLLAND LAND COMPANY

351 CALIFORNIA STREET  
SAN FRANCISCO

August 6, 1923.

7 filled in and mailed to Canadian prospects "A".

Dear Sir:-

Are you one of the increasing number of farmers who want to get reasonably priced land in a healthful climate - who seek the opportunity to establish a farm "where it pays to farm"?

Assuming you are one of those interested, we have taken the liberty of sending you herewith an illustrated description of our properties at Clarksburg. We hope you will read it carefully. Note that this subdivision is not a project in the making, but is an established success.

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Secretary.



## HOLLAND LAND COMPANY

351 CALIFORNIA STREET  
SAN FRANCISCO

August 6, 1923.

4 filled in and mailed to Canadian prospects "B".

Dear Sir:-

Are you one of the increasing number of farmers who want to get reasonably priced land who seek the opportunity to establish a farm "where it pays to farm"?

Assuming you are one of those interested, we have taken the liberty of sending you herewith an illustrated description of our properties at Clarksburg. We hope you will read it carefully. Note that this subdivision is not a project in the making, but is an established success.

A large portion of the land is already sold and those who are buying are making the lands pay their own way. There are no "For Sale" signs on the parcels acquired.

This company is prepared to go to any reasonable length to accommodate new settlers, particularly experienced farmers who go on the land and proceed to develop it. Payments are extended over a period of years and interest on deferred payments is only six per cent.

As the Company owes no debt we are able to carry buyers who are on the ground, if necessity arises.

If you are genuinely interested in coming to California, jot down the questions that occur to you as you read the literature and write us at some length. Whether or not you can make the move in the immediate future, we shall be interested in keeping in touch with you and keeping you posted on this successful Sacramento Valley farm land tract.

Yours very truly,

HOLLAND LAND COMPANY.

### REFERENCES:

Mercantile National Bank and  
Anglo & London Paris National  
Bank, San Francisco.  
California National Bank and  
Peoples Bank, Sacramento.  
Pacific Mutual Life Insurance  
Co., Los Angeles.

Secretary.

## HOLLAND LAND COMPANY

351 CALIFORNIA STREET  
SAN FRANCISCO

General Follow-up  
Letter to Foreign  
Prospects -

It is some weeks since we sent you illustrated description of our properties at Clarksburg on the Sacramento River.

How did the opportunity to get land "where it pays to farm" as outlined therein impress you?

No doubt you have some questions to ask and if you will send them to us, we shall gladly write you in detail.

This company is ready to go to any reasonable length to help new settlers succeed. It is particularly anxious to aid experienced farmers who want to go on the land and proceed to develop it.

A large portion of the land already sold has been bought on small annual payments and purchasers are making these lands pay their own way. There are no "For Sale" signs on the parcels thus acquired.

Whether or not you can come to California in the immediate future we shall be interested in keeping in touch with you and keeping you posted on this successful Sacramento Valley farm land tract.

Yours very truly,

HOLLAND LAND COMPANY

Secretary.



## HOLLAND LAND COMPANY

351 CALIFORNIA STREET  
SAN FRANCISCO

September 21, 1923.

Sent to 60 Prospects  
from "Jones List"  
with Post Card below.

± 1

If you are seeking farm land you should assuredly be interested in learning about farming in California where it pays to farm.

Just fifteen miles down river from California State capital, you can buy, on easy terms, land that produces big pay crops, in a subdivision that is right now one of the outstanding successes in California colonization.

This subdivision has been approved by the California State Real Estate Commissioner. The company is a member of the California Approved Land Settlement Association.

Send for our illustrated description "Where it Pays to Farm". Use enclosed postcard.

Yours very truly,

HOLLAND LAND COMPANY

GEO. E. TREZISE.

Secretary.



Sent to 60 Prospects on Jones List

Holland Land Company:

Please send me, without obligation, illustrated description of your lands - "Where it Pays to Farm".

Signed . . . . .

. . . . .

. . . . .

What crops preferred ?

Ready to move soon ?

## HOLLAND LAND COMPANY

351 CALIFORNIA STREET  
SAN FRANCISCO

December 14, 1923.

*Follow up letter No 2*

*188 mailed 1923-12-11*

*prospects outside California*

Mr. Archie Messengale,  
Roseworth,  
Idaho.

Dear Sir:

If you are still interested in our land at Clarksburg, on the Sacramento River, you will want to study over the enclosed memo of more or less random facts which we have just assembled regarding progress during the current year.

Won't you write us now and let us know how your plans for coming to California are getting on? We want to keep in touch with you between now and the time you reach this state, and we want you to feel free to call upon us for all information that you may wish to get.

Meantime may we present our best wishes for the Christmas holidays and a sincere hope that 1924 will witness the fulfillment of your most cherished desires.

Yours very truly,

HOLLAND LAND COMPANY

*J. W. Underhill*  
President.



# CALIFORNIA'S POTENTIAL RURAL DEVELOPMENT

By J. V. MENDENHALL  
President California Approved Land Settlement  
Association

IT WILL probably astonish most Californians to learn that California has the lowest percentage of rural population, compared with total population, of any of the Western States; more, that only four States in the Union have a lower ratio of rural to total population. The facts are indisputable. No less an authority than

	Percentage of Rural Population	1920	1910
Rhode Island	2.5	3.3	
Massachusetts	5.2	7.2	
New York	17.3	21.2	
New Jersey	21.6	24.8	
California	32.0	38.2	
Illinois	32.1	38.3	
Connecticut	32.2	34.4	
United States	18.6	34.2	

It will be noted that during the decade the movement away from the farms was more pro-

jecture in the State's history when the task of attracting new population has been undertaken on so big a scale as it has in recent months with the launching of the campaign of Californians Inc. While California's total population increased 44.1 per cent between 1910 and 1920, it is startling even to those who believe themselves to be fairly well posted on such matters to be confronted with the fact that the rural population increased but 20.6 per cent while the cities were gaining 58.6 per cent.

While California's ratio fell off most, the condition has been general throughout the West, for the other ten Western States, with the exception of Montana, Colorado and Wyoming, where small gains in the relative percentage of rural population were recorded, showed a shrinkage in the ratio of rural to total population. Idaho's rural population dropped from 78.5 to 72.4 per cent of total, Arizona's from 69.0 to 64.8, Oregon's from 54.4 to 50.1, New Mexico's from 85.8 to 82, Nevada's from 83.7 to 80.3, the loss in the remaining States being less than three points in each case.

A comparison of the figures covering the size of farms in 1920 and 1910 indicates the definite movement toward intensive farming:

	Number of Farms	1920	1910
Total	117,670	88,197	
Under 20 acres	34,967	22,255	
From 20 to 49 acres	31,723	20,614	
From 50 to 99 acres	13,034	10,680	
From 100 to 174 acres	12,617	12,015	
From 175 to 499 acres	13,671	12,531	
Five hundred acres and over	9,958	9,812	

That California made real headway in agricultural development during the decade, despite the showing of the population figures, the increase in the number of small farms clearly shows, particularly in the face of the fact that the number of farms under 20 acres in the United States as a whole decreased from 839,166 to 796,535 in that period—during which the entire number of farms in the country increased from 6,361,202 to 6,448,345.

Attractiveness of rural life in California is evidenced in the State's rank in first place, according to the census figures, in the number of farms having water piped into the dwelling house. In 1920 California's 117,000 farms had nearly 20,000 more farms so equipped than Pennsylvania's 202,000 had; more than 20,000 more than New York's 193,000 farms had. In gas or electric light equipment in the farm home only 150 farms more in Pennsylvania had such convenience than California, which stood fourth on the list of States.

Another indication of California's agricultural prestige was in receipts from the sale of nursery products during 1919, the State having a big lead over all others with \$2,920,458, the output of 5,563,298 square feet under glass on January 1, 1920.

There is room in California for 100,000 farmer families to invest and capitalize their knowledge, initiative and business management in our climate, soil and water. The need is for more and better trained farmers who can apply scientific, mechanical and financial knowledge, who can manage the capital investment necessary to produce more and higher-valued crops. We want intelligent farmers to produce the basis of wealth—the other elements of the population will follow per se. We need them more than

(Continued on Page 80)



J. V. MENDENHALL  
President California Approved Land Settlement Association

the fourteenth census of the United States provides the statistics upon which this statement is based. The facts are there for him who will dig them out and analyze them.

The States in which urban population (people resident in cities of 2500 or more) predominates are listed below. The figures for the preceding decennial period emphasize anew how strong has been the cityward trend of population and of what paramount importance to the development and continuing prosperity of our country counteracted this trend toward centers of population with its inevitably disastrous consequences to our agricultural welfare.

nounced in California than it was for the United States as a whole, California's and Illinois' records almost precisely parallel one another. Ignoring New York's important agricultural development in view of its preponderating position as the nation's metropolis, California possesses the doubtful distinction of heading the list of agricultural States in urban development!

When one considers California's present position as a producer of farm products in the light of these figures, one begins to get some comprehension of what the agricultural output of the State is to be when its rural development begins to approach its potentialities.

It is well that we stress the relation of urban and rural growth during the last decade at this

## POWER EXTENSION ON HOLLAND LAND

CLARKSBURG, Yolo County, Oct. 20.—Initial construction is under way on four miles of additional power line in the northern part of the Holland Land Tract which will connect up about 250 horsepower. This extension of service by the Great Western Power Company is supplementary to the work done under the \$50,000 appropriation announced last year. Extended use on the farm of electrical devices for lighting, heating and cooking has increased the demand for more power and has served to emphasize the greater degree of comfort that now obtains in rural life.

## POWER LINE BEING BUILT ON HOLLAND TRACT

CLARKSBURG, Yolo County, Oct. 20.—Four miles more of additional power lines are being constructed by the Great Western Power Company in the northern part of the Holland Land Tract. This extension is supplementary to the work done under the \$50,000 appropriation announced last year. Extended use on the farm of electrical devices for lighting, heating and cooking has increased the demand for more power and has served to emphasize the greater degree of comfort that now obtains in rural life.

## EXTEND POWER LINE IN CLARKSBURG DISTRICT

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## Yolo Farm Bureau To Hold Meeting

CLARKSBURG, Yolo County, Oct. 20.—Diversified agriculture has a definitely supplanted grain farming in the Holland land tract that it is estimated that there will be less than 1000 acres planted in barley for the 1924 harvest. In 1921 there were 15,000 acres in barley.

## Holland Land Chief To Tell of Farm Bureau

CLARKSBURG, Yolo County, Oct. 27.—In compliance to retiring President Gas Olson an unanimous by the attendance is expected from this district river section of the county at the Farm Bureau, to be held at Zamora next Monday. President Olson, general manager of the Holland Land Company, will make his annual report to the year. An unusually interesting program is promised.

## Holland Tract Asks Additional Power

CLARKSBURG, Yolo County, Oct. 20.—Four miles of additional power line are being constructed by the Great Western Power Company in the northern part of the Holland Land Tract. This extension is supplementary to the work done under the \$50,000 appropriation made by the company last year for power line extension in the district. Some 250 additional horsepower will be connected up on the new line.

## Power Line Is Being Built on Holland Tract

CLARKSBURG, Yolo County, Oct. 19.—Initial construction is under way on four miles of additional power line in the northern part of the Holland Land Tract. This extension is supplementary to the work done under the \$50,000 appropriation announced last year. Extended use on the farm of electrical devices for lighting, heating and cooking has increased the demand for more power and has served to emphasize the greater degree of comfort that now obtains in rural life.

## Electric Service To Be Improved In Holland District

CLARKSBURG, Yolo County, Oct. 19.—Initial construction is under way on four miles of additional power line in the northern part of the Holland Land Tract. This extension is supplementary to the work done under the \$50,000 appropriation announced last year. Extended use on the farm of electrical devices for lighting, heating and cooking has increased the demand for more power and has served to emphasize the greater degree of comfort that now obtains in rural life.

## Yolo Farmers Will Hold Annual Meet

CLARKSBURG, Yolo County, Oct. 27.—Farmers hereabouts are looking forward with particular interest to the annual meeting of the Yolo County Farm Bureau, to be held at Zamora next Monday, owing to the fact that President Olson, general manager of the Holland Land Company, will make his annual report to the year. An unusually interesting program is promised.

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## SURFACE PAVEMENT IS BEING PLACED ON JEFFERSON BOULEVARD

Great truckloads of white material are being hauled from the plant of Telcher & Son in Sacramento to the boulevard and extending from the church north as far as the soil laboratory. Shoulders have been placed on the concrete roadway during the past week. These shoulders were built about four inches higher than the old concrete, so that when the white material is placed it will not shift.

All Chukches that had been worn out during several years of traffic were first filled with macadam and were then rolled with a twenty-ton steam roller so that the surfacing of white will not crack or break under the weight of heavy traffic. This white is a composition of macadam and asphaltum. It makes a splendid roadway and with a substantial base should last for years.

When this portion of the West Sacramento road is finished a similar treatment will be extended to the roadway extending from the church to Lisbon station on the Oakland, Antioch and Eastern Railroad.

That portion of the road was graded before last winter but was regressed last spring, owing to the manner in which it had been cut up during the winter months. The road is now being placed on a permanent basis and subsequently a surfacing of white will be placed to finish the contract.

When this portion of the road through the West Sacramento district is completed, there will exist a permanent road leading to the Netherlands district as far as Lisbon station. The levee road, south of Old River, which was raised during the last summer, is now being graded, but a road will not be built on that portion as far as Freeport until the sand levee settles and makes it safe for a permanent road.

The Glide interests in the Lisbon district have failed to raise the levee fronting their property hence there will be no improvement at that point for some time to come.

## Electricity on the Farm

CLARKSBURG, Yolo County, Oct. 19.—Initial construction is under way on four miles of additional power line in the northern part of the Holland Land Tract which will connect up about 250 horsepower. This extension of service by the Great Western Power Company is supplementary to the work done under the \$50,000 appropriation announced last year. Extended use on the farm of electrical devices for lighting, heating and cooking has increased the demand for more power and has served to emphasize the greater degree of comfort that now obtains in rural life.

## Holland Tract Bean Harvest Is Heavy

CLARKSBURG, Yolo County, Oct. 19.—A check-up made of the bean crop of the Holland Land tract, west of the Holland Land Tract, revealed 162,000 sacks from 6370 acres, an average of 25.5 bushels an acre. The season's harvest varied 162,000 sacks from 6370 acres, an average of 25.5 bushels an acre. No variety was produced, producing an average of 25.5 bushels an acre. The highest yield coming from bays, which went 27.5 sacks an acre on the 400 acres planted. A slightly smaller acreage of cranberries showed 25 sacks an acre. White, pinto and red beans were the other varieties planted. Especially in view of the fact that hot weather in late August and early September caused a shrinkage estimated at 10 per cent, company officials regard this as a highly satisfactory harvest.



PORTION OF THE HOLLAND LAND COMPANY'S THOUSANDS OF FERTILE SACRAMENTO VALLEY ACRES UNDER IRRIGATION AROUND CLARKSBURG



## PICKING GRAPES ON HUSTON FARMS 2-YEAR-OLD VINEYARD

Run in error



Many San Francisco bay city residents are taking advantage of the offering of the California Subdivision Company at Huston Farms, located in Yolo county, two and one-half miles from Winters and nine miles from the University farm at Davis.

Here, in the heart of the productive Sacramento valley, the company has purchased a large tract of land which is offered to buyers in tracts of from 10 to 40 acres on an easy payment plan covering eight years. Among the purchasers are farmers from throughout the world, Argentina, Sweden, Denmark, Canada and England, and many others. The land is suitable and is being planted to grapes, peaches, apricots, grapes, tomatoes, figs, almonds, walnuts and all the field crops.

The company is represented locally by J. A. MacArthur, 833 Market street.

## Holland Tract Sales

to Clarksburg People

Dams Enterprise

CLARKSBURG, Yolo County, Sept. 14—New sales in the Holland Land

Tract have been announced by the company as follows: to George and Victor Lund, of Clarksburg, 44 acres facing the Willow Point Road just off Jefferson Boulevard; to E. E. Vaughn, also of Clarksburg, 8 and a fraction acre facing the Sacramento River in the northeast corner of the tract.

The parcel bought by the Lunds is their second purchase in the tract, first having completed 105 acres.

## Holland Land Men

Visit Yolo County

Do their annual field inspection and directors of the Holland Land Company visited the company's 19,800-acre subdivision at Clarksburg, Yolo county, today. They got a first hand comprehension of development progress during the preceding year, studied the condition of the crops, and conferred with land buyers. An informal luncheon of the officials and prominent settlers of the district was held, with General Manager Gus Olson presiding. Expressions were uniformly enthusiastic about the increase in the acreage of diversified crops, the completion of the irrigation system, the progress of the land buyers in the development of the district. The visiting party included President J. V. Mendelhall, Vice-President A. J. O'Brien, and Directors E. S. Dulla, John Daniel and Lawrence Harris.

## MORE SALES IN

HOLLAND DISTRICT

Woodland Demo.

Sept. 14-15

The Holland land tract

has been announced by the company

as follows:

George and Victor Lund of Clarksburg, 44 acres facing the Willow

Point Road just off Jefferson Boul-

levard; to E. E. Vaughn, also of

Clarksburg, eight and a fraction

acre facing the Sacramento river in

## SALES INCREASE

IN YOLO TRACT

MAY 1923

CLARKSBURG, Sept. 15—Sup-

plementing their first purchase comprising 105 acres, George Lund and Victor Lund, of Clarksburg, have bought another parcel of 44 acres in the Holland land tract. The tract fronts on the Willow Point Road just off Jefferson boulevard.

Another sale just announced by the company is that to E. E. Vaughn, also of Clarksburg, who has acquired eight and a fraction acres on the Sacramento river in the northeast corner of the tract.

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## Barley at Holland

Short Next Year

CLARKSBURG, Sept. 25—Divers-

ified agriculture has so definitely developed grain farming in the Holland Land Tract that it is estimated that there will be less than 1,000 acres planted to barley for the 1924 harvest.

In 1921 there were 15,000 acres in barley. The completion of the irrigation system this season has further cheapened what has been very economical irrigation costs. The tract being largely subirrigated through a carefully planned system of combined irrigation and drainage ditches radiating from the main canal.

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## BARLEY GROWING

OUT OF DATE

HOLLAND DISTRICT

Sacramento River

CLARKSBURG, Sept. 25—As against

15,000 acres in barley in 1921, it is now estimated that there will be less than 1,000 acres planted to that cereal for next season's harvest in the Holland Land Tract. Diversified agriculture has accounted for the difference.

The extension of intensive farming has been stimulated by the completion of the irrigation system this season.

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## Irrigation and Diversified Agriculture

In 1921 there were 15,000 acres in barley in the Holland Land Company's 20,000-acre subdivision at Clarksburg on the Sacramento river some fifteen miles down stream from the state capital. In 1921 it is predicted that there will be less than 1,000 acres planted to barley in the tract. Irrigation has done it. Diversified agriculture has supplanted grain farming in the tract—virtually wiped it off the map.

The tract is largely subirrigated through a carefully planned system of combined irrigation and drainage ditches radiating from the main canal. Large electrically driven pumps remove drainage water or siphon in water for irrigation from the river channels at nominal cost—whichever operation seasonal conditions may require.

The irrigation system was laid out in units to allow for maximum flexibility in controlling water levels to suit particular crops, requiring the reference to one big gravity system that would have inevitably been somewhat unwieldy from the standpoint of individual particular needs.

Two supplementary pumping plants have been installed, one a 10-inch pump on the river near Clarksburg and the other a 16-inch pump on the back levee. The river pump handles 10,000 gallons a minute and the other pump about the same amount, at it merely "siphons" water in from the higher level.

At about 20,000 gallons per minute is taken in through the siphons. Water is brought to every parcel of land in the tract, and every land owner has all the water he can use at very low cost. The comparable condition of this season has further cheapened what has been very economical irrigation cost.

Another factor in the economy of the power line through the district following the completion of the canal and Great Western Power Co. for the purpose.

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## ROADS IN HOLLAND

DISTRICT BEING IMPROVED WITH ROCK

Sacramento River

CLARKSBURG, Sept. 25—A

little over three miles of the main highways in the Holland District are being improved by the addition of crushed rock, the contract having been let at the last meeting of the board of supervisors to Contractor Wood.

The problem of building roads in the Holland District is a serious one, for rock necessary in the improvement must be taken there on barges loaded on crucks to be hauled to its destination.

Probably the work being done now will not cost much less than \$100,000. The nature of the ground in the Holland District demands a deep bed of gravel, so that the roads may be used during the winter season. During the greater part of last winter many farmers were unable to get out of their homes for weeks at a time on account of the impassable condition of the roads. Even school children were forced during severe weather to travel on foot.

This detrimental feature of the Holland District is fully made up by the wonderful quality of the soil and its products.

In very few parts of the country, if any, can farmers be found land that produces so abundant crops with so little cultivation as that in the Holland District.

In a few years, when this district is settled so as to permit intensive cultivation, there is not probably in the United States a similar patch of land that will produce equivalently.

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# Leaders of Realtors to Speak at Sacramento Convention October 10 to 13



Proed E. Reed of Oakland, E. G. Mortuary of Sacramento, Winner of National Home President of the Sacramento City Five-Minute Speakers' Contest

F. V. Mendenhall of San Francisco, President of the California Secretary and Managing Approved Land Settlement Association

Glean D. Williamson of San Francisco, Director California Real Estate Association

Louis F. Epplich of Denver, President of the National Association of Real Estate Boards

Edwin T. Keiser of Sacramento, State Real Estate Commissioner for California

Herman Janss of Los Angeles, Vice-President of the California Real Estate Association

C. C. C. Tatum of Los Angeles, President of the California Real Estate Association

Harry B. Allen of San Francisco, President of the San Francisco Real Estate Board

## REALTY BOARD TO MEET AT SACRAMENTO

State Convention Opens Wednesday at Capital S.F. Plans Motor Caravan PROGRAM IS ARRANGED

Entertainment Promised for Delegates Attending Big Conclave

A new era in the relationship between the San Francisco Real Estate Board and those of the large districts will be ushered in Wednesday, October 10, when the large motor caravan of delegates leaves for the State Convention of the California Real Estate Association to be held in Sacramento.

The San Francisco Board also will send a party of more than 100 realtors. Before crossing the bay, this delegation will be augmented by recruits from the boards down the peninsula.

The occasion will be significant in that it will mark the formation of a new partnership—San Francisco-Oakland and Company. This has been the initiation of a luncheon planned at the Hotel Oakland on the day of the departure. For a number of years, local realtors have had a vision of a closer spirit of co-operation between the boards and individual realtors of the bay region. With this closer union, it is believed that the further development and growth of San Francisco-Oakland and other nearby communities will be greatly stimulated. San Francisco delegates will be led by Harry B. Allen, president of the local board. The entertainment arrangements are headed by Dan W. Carmichael, chairman. He is being assisted by a general committee composed of F. M. Pickett, George C. Boardman, W. D. Doherty, Emile E. Kahn, Louis Patterson, A. M. Brewster, D. H. Harrison, R. F. Murphy, Walter Clark, R. R. Stephens and C. J. Price.

Organization of motor transportation is under the direction of Albert E. Kern, for a number of years active in the affairs of the State Association.

Much entertainment is promised both during the course of the pil-

## Chicago Property Sets New Record in Land Value Gain By Increase of 43.482%

If anyone saw a rainbow resting its arch on the little 1848 strip of ground that one Edwin Johnson bought from Silvester Willard in Chicago in 1842, there is no record of the vision in the abstract of title to the property, now part of the estate of Steven Brod, store on State street. But the increase in value of the little strip, now held by Johnson's grandchild, has reached the almost unbelievable proportion of 43.482 per cent in seventy years, inquiry of the National Association of Real Estate Boards on land value increases in American cities reveals.

The old corner property is cited by men familiar with the city's real estate history as probably the most startling instance of increase in real estate values in Chicago. Ground value of the plot sold in 1849 for \$176 and in 1917 for \$212, is now estimated at \$6,300,000 on the basis of its retail value at \$100,000 per year.

Coming to light of rainbow pots of gold in the plot upon which modern American cities are being built is a part of the history of practically every community in America study of the romance of land value hidden in the lines of dry legal phraseology in records of land conveyances brings to the Armour family, for example, holds the original owner, Josephine O'Brien, died 1851, for eighty acres of land in North Chicago, one thirty-sixth of which has been sold for industrial development. So little has the property changed hands that the contract for its sale is decidedly more voluminous than the abstract of title. The buyer paid \$11,000 for the property, two years later that cost the founder of the Ogden family \$12.50.

A 2000 per cent increase in eighty years is the change that has come over the valuation of the land. The sale of the property and while the convention is in session by a committee of special representatives. The committee composed of Dave Eisenbach, Oscar Brown and Clarence Johnson promises to make the excursion from the city to start the trip until the return here.

As a preliminary to the departure of the caravan, the San Francisco Real Estate Board will be host to the delegates. The National Association of Real Estate Boards has tendered a luncheon and reception by the directors of the San Francisco board, Monday, in the assembly room of the Palace Hotel.

## BIG BEANS IN REAL ESTATE

Fall and Winter to Witness Epoch in Investments, Is Prediction

"The peninsula is the foundation of a bigger and better San Francisco," and this fall and winter will witness an epoch in real estate investments for purchasers of peninsula property, according to C. H. Holt of the firm of Leonard & Holt, San Francisco, in his warning of both the interested and disinterested realtor that the peninsula, from San Bruno to Redwood City, is going to see a buying rush this fall that will excite anything in the past history of this section of California.

"Small farms, business sites and beautiful estates on hillside are being accepted with great eagerness by the public. With huge industries establishing plants in Redwood City, that will pour thousands of dollars into the community, and provide work for hundreds of people; with our fine schools and ideal climate, with the State highway cutting like a silver ribbon through the heart and most desirable land; with the fast transportation (highways daily); with two new approved bridges soon to be started; and with every new purchaser creating the value of surrounding property by improving his own; these assets indicate substantial progress."

How little the general advance in value may be expected to be met by owners who "waited" the day of the boom purchase from Indians and the days of government script to virgin land is ever may indicated by the growth, year by year, of the volume of business in America. This volume is estimated at 10 per cent per year. But last year's growth, under such a constant growth, has not yet reached their high point and the chance of rising land values is important still at the following points of every American city.

## Dead Man Responsible For Fatal Car Accident

The late James W. Woodworth, 44, of Clarkburg, Yolo County, died last night in Sacramento, Woodworth was returning to Clarkburg with a party of friends when his machine overturned, throwing him from the automobile. He landed on his head, and died instantly from a broken neck and fractured skull.

## Electricity on the Farm.

Byron Times 10-13-23  
CLARKSBURG, Yolo County, Oct. 10.—Initial construction is under way on four miles of additional power line when its machine over part of the Holland Land tract which will connect up about 250 horse power. This extension of service by the Great Western Power company is supplementary to the work done under the \$30,000 appropriation announced last year. Extended use of the farm of electrical devices for lighting, heating and cooking has increased the demand for more power and has served to emphasize the greater degree of comfort that now obtains in rural life.

## CLARKSBURG, YOLO COUNTY, Big Yield of Beans on Holland Land Tract in Yolo County

CLARKSBURG, Yolo County, Nov. 2.—With the harvest completed, a check-up of the bean crop in the Holland Land tract west of here shows an aggregate output of 162,000 sacks from 6870 acres, an average of 23.6 sacks an acre.

The predominant variety is pink, which produced an average of 22.5 sacks an acre. Highest yields came from bayous, which ran 27.5 sacks an acre for the 400 acres planted. A slightly smaller acreage of cranberries showed a yield of 23 sacks an acre. The other varieties in the district were whites, pinks and red Mexicans, the average yield on none averaging less than 15 sacks.

Company officials regard this as a highly satisfactory harvest, especially in view of the fact that hot weather in late August and early September caused a shrinkage estimated at 10 per cent.

## HOLDERS OF HOLLAND LAND BONDS SOUGHT

Hunter, Dulin & Co., underwriters of the first mortgage bonds of the Holland Land Co., have received notice that there are still outstanding in the hands of investors \$5,200 par value in the serial numbers and denominations as follows: Numbers 2125, 2185, 2190, 2197 and 2444 in \$1,000 pieces and Numbers 11 and 23 in denominations of \$100 each.

The entire issue was called for payment June 1, 1923, at 102 and accrued interest and interest ceased on that date.

Holders of the above numbered bonds may present them for payment at either the office of Hunter, Dulin & Co., 256 Montgomery street, San Francisco, or the Mercantile Trust Co. of California, 1413-1415 Market street.

## GUS OLSON TO TELL OF WORK OF FARMERS' ORGANIZATION

CLARKSBURG, Oct. 10-13.—In compliment to the retiring president, Gus Olson, an unusually big attendance is expected from this down-river section of the county at the annual meeting of the Yolo county farm bureau to be held at Zamora next Monday.

Olson, general manager of the Holland Land Company, will make his annual report, reviewing the activities for the year. An unusually interesting program is promised, the chief attraction being the address of Ralph P. Merritt, president of the Sun Maid Raisin Growers. Officers for the new year will be elected.

George Clark, director of Zamora farm bureau center, has appointed the following committees to attend to the annual meeting:

Refreshments—Ed Clover, Emil Shabel, Frank Heard, Charles Hermer, Elmer Moenan, Don Schlosser, David Long, Wm. Walker, Edna Hermle, Lillian Hermle, Mrs. Frank Heard, Mrs. Elmer Moenan, Ed Clover, Buelah Clover, Olga Herger, Wilma Hanneman and Ida Black.

Decorating—Mrs. Harold Long, John Horgan, Roy Houx, Mrs. Wm. Walker, Miss Willis Cassilis and Mrs. John Schlosser.

Pamphlets—F. B. Edson. Hall accommodations—Harold Long, Elmer Moenan.

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## Big Yield of Beans on Holland Land Tract in Yolo County

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The other varieties in the district were whites, pinks and red Mexicans, the average yield on none averaging less than 15 sacks.

Company officials regard this as a highly satisfactory harvest, especially in view of the fact that hot weather in late August and early September caused a shrinkage estimated at 10 per cent.

## BEET HARVEST IN SACRAMENTO HOLLAND DISTRICT NETTED 60,000 TONS

CLARKSBURG, Nov. 9.—During the nine weeks from August 15 to October 20—a remarkably short season—60,000 tons of sugar beets, roundly, were shipped to the Alvarado factory from the Holland Land tract west of here. This was the harvest from something less than 4000 acres. As reported by the Alameda Sugar Company, the harvest required the daily operation of from 30 to 40 trucks hauling to from three to five beet dumps, which in turn were served by three barges, a tug boat and the railroad.

## 60,000 Tons Sugar Beets From Holland Land Tract

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## PROGRESS ACHIEVED BY HOLLAND LAND CO.

CLARKSBURG, Nov. 23.—From 15,000 acres in grain just a few years ago to an equivalent acreage in diversified crops this season is the story of the progress achieved in the Holland Land Co. tract west of here. This season there were but 1000 acres in barley. A check-up of the crops has revealed the following figures: wheat, 2900 acres; sugar beets, 2000 acres; alfalfa, 1500 acres; onions, 500 acres; alfalfa, asparagus and fruit, 2000 acres; beans, grain and miscellaneous crops, Out of 20,000 acres in the subdivision, 17,500 acres are now being farmed by individual purchasers.



## BEANS AVERAGE 24 SACKS TO HOLLAND ACRE

**Sacramento Independent Leader**  
CLARKSBURG, Nov. 3.—According to a check-up made of the bean crop in the Holland land tract, west of here, the season's harvest aggregated 162,000 sacks from 6,870 acres. The predominant variety is pinks. Whites, pinto and red Mexicans were the predominant variety, producing an average of 22 1/2 sacks per acre. No variety averaged less than 18 sacks, the highest yield coming from bayos, which yielded 27 1/2 sacks an acre on the 400 acres planted. A slightly smaller acreage of cranberries showed 23 sacks an acre. Whites, pinto and red Mexicans were the other varieties planted. Especially in view of the fact that hot weather in late August and early September caused a shrinkage estimated at 10 per cent, company officials regard this as a highly satisfactory harvest.

## BIG BEAN CROP AT CLARKSBURG

**Sacramento Independent Leader**  
CLARKSBURG, Nov. 3.—According to a check-up made of the bean crop of the Holland Land tract, west of here, the season's harvest aggregated 162,000 sacks from 6,870 acres, an average of 23 1/2 sacks an acre. Pinks were the predominant variety, producing an average of 22 1/2 sacks an acre. No variety averaged less than 18 sacks an acre. The highest yield came from bayos, which yielded 27 1/2 sacks an acre on the 400 acres planted. A slightly smaller acreage of cranberries showed 23 sacks an acre. Whites and red Mexicans were the other varieties planted. Especially in view of the fact that hot weather in late August and early September caused a shrinkage estimated at 10 per cent, company officials regard this as a highly satisfactory harvest.

## Sacramento Independent Leader

## DIVERSITY IN FARMING HELPS HOLLAND DISTRICT

**Sacramento Independent Leader**  
CLARKSBURG, Nov. 24.—From 15,000 acres in grain just a few years ago to an equivalent acreage in diversified crops this season is the story of the progress achieved in the Holland Land Company tract west of here. This season there were but 1000 acres in barley. A check-up of the crops has revealed the following: beans, 7000 acres; sugar beets, 4000 acres; alfalfa, 2000 acres; onions, 1500 acres; besides grain and miscellaneous crops. Out of 20,000 acres in the subdivision 17,500 acres are now being farmed by individual purchasers.

## Holland Sugar Co. Beet Crop Large

**Sacramento Independent Leader**  
CLARKSBURG, Yolo County, Nov. 10.—During the nine weeks from August 15 to October 15, 60,000 tons of sugar beets were shipped to the Alvarado factory from the Holland land tract. This was the harvest from something less than 4000 acres.

## 162,000 SACKS OF BEANS OFF YOLO COUNTY TRACT

With the harvest completed, a check-up of the bean crop in the Holland Land Tract shows an aggregate output of 162,000 sacks from 6,870 acres, an average of 23 1/2 sacks an acre. The predominant variety is pinks, which produced an average of 22 1/2 sacks an acre. Highest yields came from bayos, which ran 27 1/2 sacks an acre from the 400 acres planted. A slightly smaller acreage of cranberries showed 23 sacks an acre. Whites, pinto and red Mexicans were the predominant variety, producing an average of 22 1/2 sacks per acre. No variety averaged less than 18 sacks, the highest yield coming from bayos, which yielded 27 1/2 sacks an acre on the 400 acres planted. A slightly smaller acreage of cranberries showed 23 sacks an acre. Whites, pinto and red Mexicans were the other varieties planted. Especially in view of the fact that hot weather in late August and early September caused a shrinkage estimated at 10 per cent.

## 15,000 Holland 11-24 Acres Diversified

**Sacramento Independent Leader**  
CLARKSBURG, Yolo County, Nov. 24.—From 15,000 acres in grain just a few years ago to an equivalent acreage in diversified crops this season is the story of the progress achieved in the Holland Land Company tract west of here. This season there were but 1000 acres in barley. A check-up of the crops has revealed the following: beans, 7000 acres; sugar beets, 4000 acres; alfalfa, 2000 acres; onions, 1500 acres; besides grain and miscellaneous crops. Out of 20,000 acres in the subdivision 17,500 acres are now being farmed by individual purchasers.

## Independent-Leader

**Sacramento Independent Leader**  
CLARKSBURG, Nov. 9.—During the nine weeks from August 15 to October 15, 60,000 tons of sugar beets were shipped to the Alvarado factory from the Holland land tract west of here. This was the harvest from something less than 4000 acres. As reported by the Alameda Sugar Company, the harvest required the daily operation of from 30 to 40 trucks hauling to from three to five beet dumps, which in turn were served by three barges, a tug-boat or two, and the railroad.

## BEET HARVEST IN HOLLAND DISTRICT NETTED 60,000 TONS

**Sacramento Independent Leader**  
CLARKSBURG, Nov. 9.—During the nine weeks from August 15 to October 15, 60,000 tons of sugar beets were shipped to the Alvarado factory from the Holland land tract west of here. This was the harvest from something less than 4000 acres. As reported by the Alameda Sugar Company, the harvest required the daily operation of from 30 to 40 trucks hauling to from three to five beet dumps, which in turn were served by three barges, a tug-boat or two, and the railroad.

## Delta Sugar Beets 11-23 Make Heavy Yield

**Sacramento Independent Leader**  
CLARKSBURG (Yolo Co.), Nov. 12.—During the nine weeks from August 15 to October 15, 60,000 tons of sugar beets were shipped to the Alvarado factory from the Holland land tract west of here. This was the harvest from something less than 4000 acres. As reported by the Alameda Sugar Company, the harvest required the daily operation of from 30 to 40 trucks hauling to from three to five beet dumps, which in turn were served by three barges, a tug-boat or two, and the railroad.

## OPEN \$100,000 CLARKSBURG, SAC. HIGHWAY

**Sacramento Independent Leader**  
Work is now going forward on the Lisbon Levee highway, the direct route from Clarksburg to Sacramento. Some \$100,000 has been spent this year on road improvement to effect better transportation facilities between the Holland land tract from north to south, and about \$70,000 has been spent on permanent roads north of here, which lead directly to the capital city. In addition the Holland company has spent a substantial sum in road work within its subdivision.

## Mkt of Woodland

**Sacramento Independent Leader**  
11-23-12-7

## BYRON (CALIFORNIA)

**Sacramento Independent Leader**  
60,000 Tons Sugar Beets

**Sacramento Independent Leader**  
Holland Land Co. Tract  
CLARKSBURG, Yolo Co., Nov. 9.—Sixty thousand tons of sugar beets, randomly, were harvested from something less than 4000 acres in the Holland Land tract during the season now concluded, according to report made by the Alameda Sugar Company. A noteworthy aspect of the harvest was that it was concentrated into an unusually short season, running from August 15 to October 20.

**Sacramento Independent Leader**  
During the nine weeks' period from 30 to 40 trucks and from three to five beet dumps were operating, with the supplementary employment of three barges, a tug boat or two, and the railroad. The beets were all shipped to the Alvarado factory.

## DIVERSIFIED CROPS 11-24 WELCOMED IN YOLO

**Sacramento Independent Leader**  
CLARKSBURG, Nov. 24.—From 15,000 acres in grain just a few years ago to an equivalent acreage in diversified crops this season is the story of the progress achieved in the Holland Land Company tract west of here. This season there were but 1000 acres in barley. A check-up of the crops has revealed the following: beans, 7000 acres; sugar beets, 4000 acres; alfalfa, 2000 acres; onions, 1500 acres; besides grain and miscellaneous crops. Out of 20,000 acres in the subdivision, 17,500 acres are now being farmed by individual purchasers.

## Holland Tract Shows Good Crop Returns

**Sacramento Independent Leader**  
CLARKSBURG, Nov. 22.—What diversified agriculture means to the development of California is indicated in the transformation of the great 17,500-acre subdivision of the Holland Land Company, west of here. A check-up has been made of the season's crops, which is summarized: Beans, 7000 acres; sugar beets, 4000 acres; alfalfa, 2000 acres; onions, 1500 acres; besides grain and miscellaneous crops. Out of 20,000 acres in the tract were 17,500 acres now being farmed now by individual purchasers.

## Clarksburg Ships Tons of Sugar Beets

**Sacramento Independent Leader**  
During the nine weeks from August 15, to October 20—a remarkably short season—60,000 tons of sugar beets, randomly, were shipped to the Alvarado factory from the Holland Land tract west of here. This was the harvest from something less than 4000 acres. As reported by the Alameda Sugar Company, the harvest required the daily operation of from 30 to 40 trucks hauling to from three to five beet dumps, which in turn were served by three barges, a tug boat or two, and the railroad.

## NEW VARIETY OF PEARS TO RIPEN EARLY

**Sacramento Independent Leader**  
WOODLAND—Pears that will mature fifteen days or more in advance of the pears now grown are being propagated by a nursery at Clarksburg, Yolo County. So reports H. M. Van Tassel, horticultural commissioner. Van Tassel says the pears are a new variety of Bartlett.

**Sacramento Independent Leader**  
Last May the pears measured three inches in diameter. On July 12th the same line shows the diameter to have grown a full inch. The first pears left here on June 14, from the E. Fourties nursery ranches. Van Tassel declares the pear shipping season will begin about May 15, when the new variety of Bartlett pears.

## What Diversified Farms Mean to California

What diversified agriculture means to the development of California is indicated in the transformation of the great 17,500-acre subdivision of the Holland Land Company in Yolo County. A check-up has been made of the season's crops, which is thus summarized: Beans, 7000 acres; sugar beets, 4000 acres; alfalfa, 2000 acres; onions, 1500 acres; besides grain and miscellaneous crops. Out of 20,000 acres in the tract were 17,500 acres now being farmed now by individual purchasers.

## Los Angeles Examiner

## S.F. Bulletin 11-23-12-7 Yolo County Spends \$100,000 for Roads

**Sacramento Independent Leader**  
CLARKSBURG, Yolo County, Dec. 8.—Practically \$100,000 has been spent in this vicinity this year to improve roads, effecting more ready communication between Sacramento and this headquarters point of the Holland Land Company's 20,000-acre subdivision. Yolo county spent \$25,000 in macadamizing Jefferson boulevard, which traverses the tract from north to south, and about \$70,000 was spent on permanent roads north of here, which lead directly to the capital city. In addition the Holland company has spent a substantial sum in road work within its subdivision.

## ical S. F.

## \$100,000 Spent on Clarksburg Highway

**Sacramento Independent Leader**  
CLARKSBURG, Dec. 7.—Practically \$100,000 has been spent in this vicinity this year to improve roads, effecting more ready communication between Sacramento and this headquarters point of the Holland Land Company's 20,000-acre subdivision. Yolo county spent \$25,000 in macadamizing Jefferson boulevard, which traverses the tract from north to south, and about \$70,000 was spent on permanent roads north of here, which lead directly to the capital city. In addition the Holland company has spent a substantial sum in road work within its subdivision.

## Progress Being Made on Lisbon Levee Highway

**Sacramento Independent Leader**  
CLARKSBURG, Dec. 6.—Work is now going forward on the Lisbon Levee highway, the direct route from here to Sacramento. Some \$100,000 has been spent this year on road improvement to effect better transportation facilities between these two points. Yolo county spent \$25,000 in macadamizing Jefferson boulevard, which traverses the Holland land tract from north to south, and about \$70,000 has been spent on permanent roads north of here, which lead directly to the capital city. In addition the Holland company has spent a substantial sum in road work within its subdivision.

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## ROAD BUILDING IN PROGRESS IN THE NETHERLANDS DISTRICT

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## Holland Lands Have Varied 11-23 Crops 11-2

**Sacramento Independent Leader**  
CLARKSBURG, Dec. 2.—What diversified agriculture means to the development of California is indicated in the transformation of the great 17,500-acre subdivision of the Holland Land Company in Yolo County. A check-up has been made of the season's crops, which is thus summarized: Beans, 7000 acres; sugar beets, 4000 acres; alfalfa, 2000 acres; onions, 1500 acres; besides grain and miscellaneous crops. Out of 20,000 acres in the tract were 17,500 acres now being farmed now by individual purchasers.

## Holland Tract Segs Big Road Betterment

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## Making the Holland Land Tract an Ideal Spot

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## Geo. Wilson Re-Elected Clarksburg Director

**Woodland Demo**  
George Wilson was re-elected director of the progressive Clarksburg farm center at a largely attended meeting held last night. J. C. Marshall, formerly of the Willow Oak, Pa. center, was named vice-director and Crutcher Huntley, secretary-treasurer. Vice Roy Clark goes to the southern part of the state to engage in business. Superior Judge Peter J. Shields of Sacramento, was the principal speaker at the meeting and discussed all the problems of the farmer.

## GUS OLSON RENAMED REGIONAL DIRECTOR STATE FARM BUREAU

**Woodland Demo**  
The directors of the California Farm Bureau Association concluded their annual session in Berkeley Friday evening, with the election of officers for the ensuing term. A. C. Hardison, elected president, W. H. Wright, re-elected vice president, and J. W. Nelson, was elected secretary. Successed V. C. Bryant, Gus Olson, director for this district, comprising the counties of Lassen, Shasta, Toulumne, Colusa, Yuba, Sutter and Solano. Glenn, Yolo, Sutter and Solano. He has just been added to this district.

## 60,000 TONS OF BEETS FROM HOLLAND HOLDINGS

**Woodland Demo**  
Sixty thousand tons of sugar beets, randomly, were harvested from something less than 4000 acres in the Holland Land tract at Clarksburg, Yolo county, during the season now concluded, according to report made by the Alameda Sugar company. During the nine weeks' period from thirty to forty trucks and from three to five beet dumps were operating daily, a tug boat or two, and the railroad. The beets were all shipped to the Alvarado factory.

## California Real Estate December, 1923

## CALIFORNIA FARMERS, ESPECIALLY IN THE SECTION, MUST SUFFER FROM HIGH COURT DECISION

**Sacramento Independent Leader**  
1923-12-14

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# THE SACRAMENTO BEE

## CALIFORNIA COUNTRY LIFE

SACRAMENTO, CAL., SATURDAY EVENING, NOV. 17, 1923

VOL. 134

### Alkali Held In Check By Sub-Irrigation On Holland Land District

Drainage Plan Successful In Keeping The  
Water Table Below The Danger Point And  
Crops Are Given Plenty Of Moisture  
By Means Of Spud Ditches

CLARKSBURG, Yolo Co., Nov. 12.—When the sub-irrigation plan in use on the Holland Land Company's tract was first outlined a few years ago it was freely predicted that the water table would be brought to such a level that alkali would devastate the entire district. A careful examination of the soil shows there has been no such dire result, so far, and that there is no prospect of any alkali trouble.

Nearly the entire Reclamation District No. 331, which comprises about 10,000 acres, is sub-irrigated under a system that makes the ditches serve in a double capacity. In the Spring and Summer they are irrigation ditches. In the Fall and Winter they are drainage ditches. In the growing season, the pumps serve these ditches to pump water through the siphons to irrigate the soil. In the Fall and Winter they pump the water out to keep the water table down.

Level Is 2.5 Feet.—In the irrigating season, the water in the ditches is kept at a level of 2.5 feet, which makes an average water table of about four feet throughout the district. Spud ditches about sixty feet apart have been added in the last two or three years, making a combination of surface irrigation with the sub-irrigation plan that has proved successful.

In a few parts of the district surface irrigation is used entirely. The character of the soil preventing the permeation of the water beneath the surface.

The drainage plan has worked well, so far, and there has been no outcropping of alkali, and production actually has increased up to the present time, owing to the abundance of humus in the soil and the natural fertility.

Typical Delta Soil.—The soil is typical of the delta, a recent alluvial soil that is adapted to the most intense cultivation. Double cropping has been successfully followed in this district, but most farmers are finding plenty of success in one crop.

So far no fertilization or covering of the soil has been necessary in some parts of the district, which is all the delta. In some places there seems to be an approaching need for cover cropping. Plowing under of bean straw has been practiced to some extent, and in the years when beans are grown in a rotation plan, is probably all that will be necessary.

Rotation Proves Successful.—There is a considerable acreage planted to orchards in the district. Annual field crops have made excellent returns, and most of the farmers have chosen to continue this kind of farming. However, some orchards have been doing splendidly. The fruit plantings undoubtedly will increase, but for a number of years at least, annual crops in a definite rotation are likely to be the main stay of the financial prosperity here.

Good Yields Reported.—Some good yields were reported this year. From the 3,000 acres in the Holland Land Company's tract, of which 17,500 acres now has

been sold and is farmed by its owners, the gross returns this year were more than \$1,000,000, or more than \$100 an acre. The crops included 2,000 acres of alfalfa, asparagus and fruit, 1,000 acres of barley, 4,000 acres of beets, 7,000 acres of beans, 1,000 acres of potatoes and about 500 acres of onions.

Beets yielded an average of about fifteen tons to the acre and sold for about \$12.50 a ton, something like \$185 an acre. The 4,000 acres of beans brought well above half a million dollars. Beet growers netted right around \$100 an acre this year and the bean men were not far behind.

Transportation Is Easy.—The district is practically an island, with the Yolo by-pass on the west, the Horn Slough on the east, and another slough on the south. It is about eleven miles long, and from two to four miles wide. Landings along the sloughs and ditches have been provided, so there is a maximum haul to market of about three or four miles.

The company has sold out nearly all of its holdings, and after ten years from the organization of the district, will pass out of its affairs. It has expressed no particular interest in the sale of the tract, but in its sale contracts, the best possible agriculture. These contracts stipulate, among other things, that no soil seed is to be planted, and that noxious plants are to be removed from weeds, canals, ditches and ditches and the ditches are to be kept clean, and open, and in repair, sanitary conditions are to be of the best and livestock must be pastured only under supervision and after crops are harvested.

Nursery Is Started.—Two years ago the farmers of the district, in conjunction with an Oregon nursery company, organized a nursery to get the best possible trees for planting at the minimum cost. Nearly a million trees have been budded and grafted, and the nursery has carried its operations far outside the district.

Local, National and Foreign.—The company, who has testified to his belief in the district by purchasing several blocks of land, believes that this region, in common with others of the Sacramento delta, always will be prosperous, as long as the character of the soil is maintained and the fertility of the soil is maintained.

So, Diversified Land. 1217

What diversification means to the development of California is indicated in the transformation of the great 20,000 acre subdivision of the Holland Land Company in Yolo County. A check up on the bees made of the season's crops, which is thus summarized: Beans, 7,000 acres; sugar beets, 4,000 acres; potatoes, 1,000 acres; onions, 500 acres; alfalfa, asparagus and fruit, 200 acres; and barley, 100 acres. The significance of these figures is stressed in the fact that there is a fact for a fact, 15,000 acres in the tract were in grain. Some 17,500 acres are being farmed now by individual purchasers.

WHEAT still is shipped from the Yolo County delta section, as shown in this picture, grain rapidly is passing as a principal crop there. Potatoes, as shown at the left; beans, as the inset pictures, and sugar beets, in the lower right, were big money-makers in the Holland Land Company's tract in Reclamation District No. 331 this year. Intensified farming, with rotation of crops and sub-irrigation, have made agriculture a mighty attractive proposition in the delta districts.



—Photos by McCurry.

NOVEMBER 25, 1923

Clarkburg, Yolo

Record Sugar  
Beet Crop on  
Holland Lands

CLARKSBURG, Nov. 12.—Sixty thousand tons of sugar beets, roundly, were harvested from something less than 4,000 acres in the Holland Land tract during the season now concluded, according to report made by the Alameda Sugar Company. A noteworthy aspect of the harvest was that it was concentrated into an unusually short season, running from August 15 to October 25. During that time, the beet harvest was made of the season's crops, which is thus summarized: Beans, 7,000 acres; sugar beets, 4,000 acres; potatoes, 1,000 acres; onions, 500 acres; alfalfa, asparagus and fruit, 200 acres; and barley, 100 acres. The significance of these figures is stressed in the fact that there is a fact for a fact, 15,000 acres in the tract were in grain. Some 17,500 acres are being farmed now by individual purchasers.

### CALIFORNIA NEWS SERVICE

Issued Every Monday by the California Real Estate Association News Department, Glenn D. Willaman, Editor, Merchants National Bank Building, Los Angeles, California.

This Copy is compiled from authoritative information gleaned from the records of the cities and counties, real estate boards, realty and land development associations, and the State Real Estate Department of California. It is intended to be used on real estate development pages, and is furnished to the press and such other journals, boards, and associations as may have use for the service. Your criticism and suggestions invited.

California Real Estate is Becoming More Precious than Jewels

60,000 TONS OF BEETS  
FROM HOLLAND HOLDINGS

Sixty thousand tons of sugar beets, roundly, were harvested from something less than 4,000 acres in the Holland Land tract at Clarkburg, Yolo County, during the season now concluded, according to report made by the Alameda Sugar Company. During that nine weeks' period from 30 to 40 trucks and from three to five beet dumps were operating daily, with the supplementary employment of three barges, a tug boat or two, and the railroad. The beets were all shipped to the Alvarado factory.

This goes to 200 papers weekly  
Served



## CALIFORNIA APPROVED LAND SETTLEMENT ASSOCIATION DEPARTMENT

### SELLING FARM LAND IN CALIFORNIA—HOW TO CREATE MORE BUSINESS

By J. V. MENDENHALL  
President, California Approved Land Settlement Association

(The address of President Mendenhall was read before the Farm Lands Conference of the California Real Estate Association at Sacramento October 12, 1923.)

My Chairman and Members of the California Real Estate Association:—  
Your president has just said something about selling farm land in California. I have been somewhat puzzled as to just what the subject so that it would be of any interest and value to you. First, I had in mind that the question could be treated historically, but that could not be done in a short talk. Then I thought of its present status, and that would be a pretty dead phase of the question. Then I thought of the future, and found that I might be too optimistic, so I have just prepared to say what is uppermost in my mind in the way of general comments, without any idea of a connected statement.

The most insistent idea seems to be that you would be most interested in how to create more business in farm land selling. How can more turnovers be stimulated, and finally, more commissions be earned?

#### MORE AND YET MORE

My simple answer would be: Bring more and yet more newcomers to California. That appears to me to be the one big single thing that would create a sustained and healthy business in farm land selling. It does not seem to even need any proof, so we will pass on and ask: "How will we bring these newcomers to California?"

The members of the California Approved Land Settlement Association, prior to its organization, had given this question a great deal of consideration, some had experimented with long distance prospects, and the whole thing was so much a matter of faith that the members believed that no single land owner could afford to advertise and carry on correspondence with a class of prospects which would not mean a return business for a period of one to five years, and so we decided that this class of work could be better handled collectively, and at an expense that none of us would feel seriously. In the end, we decided to make of the principles of co-operative marketing in a new field.

#### NOT A SELLING AGENCY

At this point I want to make it clear that the Association is not a selling agency. It is merely a service organization or clearing house for suggestions and for the solution of common problems for the benefit of all its members. Aside from these practical problems and carrying through the long initial process of corresponding with and giving reliable information to outside prospectors, the Association is raising the standard of handling the colonization of unimproved lands. It is the representative of the State Real Estate Commissioner, it has for a purpose the throwing of its weight on the side of honest real estate commission of our California farm lands and putting a stop to wild-selling.

The Association has been functioning since March, and has a number of members. It has been in correspondence with some 1,575 prospects. From actual sales of these prospects, it appears that about ninety per cent of the prospects who replied and accepted the plan of the Association have been successful in obtaining improved places. This result proves unmistakably that farm land can be sold at a higher price than the undeveloped land if it is to be taken of the demand thus indicated.

We devised a questionnaire, which, when answered, would give us sufficient information as to the prospect's experience in farming, the capital available for investment, and his desire as to the kind of farming and locality favored.

#### FARM LAND QUESTIONNAIRE

The questionnaire calls for the exact address, full name, age, number and ages of children and whether the prospect is a farmer, or would be, or other employment.

#### Holland Land Company

CLARKSBURG, Yolo County, Dec. 21.—According to report received from the Great Western Power Company, power will be available by January 1, on the extensions of the line under construction from Holland Land Company tract headquarters in a southwestern direction.

Landowners' parcels fronting on the main canal at points from two to four miles from here will be served. These holdings are in sugar beets, beans, etc. **S.F. Chronicle**

**Power Promised**  
**Holland Lands**  
**By G. W. P.**

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CLARKSBURG, Dec. 29.—Power is promised by January 1, according to word from the Great Western Power Company, on the extensions of the line from Holland Land Company tract headquarters in a southwestern direction.

Landowners' parcels fronting on the main canal at points extending from two to four miles south-west of Clarksburg. The land to be served is in beans, sugar beets and orchard.

**G. W. Power Lines**  
**To Be Extended Soon**

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We ask if they rent or own their own home at present, and inquire as to their present employment, their farming experience, and whether they are up to extensive and intensive work as a farm laborer. We want to know the kind of farming they are engaged in, whether or not they have any experience on irrigated farms, and where.

A fairly large per cent of our correspondents expressed a desire to go into the dairy and the poultry raising business. The effect of our side, ill-advised advertising is shown by the returns from two prospects who had made up their minds, from previous solicitation, to try to establish a diversified farm and fruit orchard on a mountain ridge in the Sierras at 3,000 feet elevation, eighteen miles from a railroad, where the ground is covered with snow from the first fall until April, and where the only water for stock is from a creek. The prospect must be the scant supply obtained from mountain wells.

#### DESIRE DAIRY BUSINESS

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Oakland Tribune  
HOLLAND LAND CO.  
1923  
12:30

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#### Dividends Declared

Holland Land—Regular dividend of \$1, payable January 1 to stock of record December 29.

S.F.

#### Holland Land Co. Closes Big Year

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# Great Land Project Near End of Sales Campaign

THE last annual report of the Holland Land Company contains some decidedly interesting facts regarding land sales and financing of settlers and other matters having to do with the development of the great tract of delta lands reclaimed by that company.

Financing is always an important factor in the settlement and development of new lands, a process which calls for the investment of capital which must be furnished either by the purchaser and settler or by credit based upon the value of the land. This report announces loans to land settlers by the Federal and Joint Stock Land Banks and other banks of a sum in excess of \$1,800,000. This sum enabled 39 buyers to pay the Holland Land Company in full on 5,378 acres while 30 others were enabled to pay the company all but a balance of \$37.17 per acre (average) for which the company took second mortgages with payments spread over a period of eight years. The average first mortgage bank loan was \$160 per acre.

Consumption of these transactions was highly beneficial to the settlers on the project, first, because the payments on all of the new loans will be extended over a period of years, and second, because of the fact that a five per cent discount for cash was allowed by the company. The cash discounts allowed to buyers aggregated \$99,779.9. The first mortgages as a rule are on a 20-year basis, which, as is pointed out in the report, enables purchasers to proceed safely with their buildings, orchards and other improvements.

Regular readers of the Sacramento Valley Monthly are more or less acquainted with the history of the Holland Land project. These lands were reclaimed by the construction of a great levee system. Approximately 26,000 acres are included in the project of which 20,000 acres were originally owned by the Holland Land Company. The report shows still unsold, January 1st of this year, 3,072.576 acres listed for sale at approximately \$34.10 per acre. Several hundred acres have been sold during the present year and there now remain for sale of the 20,000 acre tract only about 2,500 acres.

Reclamation of the Holland tract was effected by the organization of a reclamation district and the expenditure of approximately \$80 per acre. No bonds were issued. At present there are outstanding warrants to the amount of approximately \$7 per acre which represents the entire remaining indebtedness of the district on account of reclamation.

The outstanding fact about the Holland project at this time is that it has ceased to be a "project" and has become a settled and productive area, a prosperous, contented and forward looking community.

One of the editors of the Sacramento Valley Monthly made a tour of the Holland tract a few days ago in company with Mr. Gus Olson, General Manager. The trip was made by automobile. Starting from our office the route was across the Sacramento River through the town of Broderick, thence southerly by what Mr. Olson called the backway, but which proved to be in considerable part a

Holland District No Longer a "Project", But a Highly Productive Farming Region—Only 2,500 Acres Left to Sell



40 SACKS OF ONIONS TO THE ACRE—HOLLAND TRACT

paved highway. Only a half hour was required to reach the tract.

The writer had seen the Holland tract before—many times in fact, first as an expanse of waving tule, a native reed which thrives luxuriantly on inundated lands, later as a reclaimed and developing area. He was hardly prepared, however, for the highly developed appearance of the tract. The drive covered miles and miles, mostly fine dirt roads, some of which were gravelled, all bordered with productive fields. The landscape is dotted with homes, farm houses with necessary outbuildings, all new, mostly attractive and attesting by their appearance the prosperity and well-being of the community.

The lands of the Holland tract, with exception of limited areas along the river and slough banks, are as level as a billiard table. For miles and miles the roads traverse a level plain that is really level; drainage ditches border the roadways; irrigation ditches are seen in many fields.

The irrigation system practiced on these level lands is the simplest and most inexpensive. Water is not applied to the surface as in the case of up-valley lands; parallel ditches are made through the fields, ranging from 50 to 150 feet, and these are kept filled with water to the proper level. The sub-strata is porous and the level of the ditches is the level of the water throughout the

tract irrigated. Water for this purpose is supplied from the river by siphon over or through the levees on the river and slough banks.

Next to the land, water is the most important asset of the Holland tract. Irrigation and navigation go hand in hand there. The district is almost completely surrounded by navigable streams, these including the main Sacramento River and enclosing sloughs. The Holland land farmer has right at his door the best and cheapest of transportation mediums. Probably no farmer in the district is more than three miles from navigable water—not only navigable but actually navigated. A swarm of steamers, barges and schooners ply these channels and convey the produce to canneries, packing plants and markets. San Francisco, the great port of the Pacific, is but a few hours away by water and a large share of the crops produced here are conveyed directly to the wharves of that great city without a second handling.

The past three years have witnessed a remarkable change in the character and value of the crops grown on the Holland district lands. This is best illustrated by the passing of barley as an important crop. Three years ago the area devoted to barley was 15,000 acres, this year it was about 1,500 acres.

In Mr. Olson's office at headquarters there hangs a map of the district showing the various subdivisions, each with

the name of the owner, and on this map the crops grown this year are indicated by variegated colors. It was most interesting to note the distribution of various crops, which, it must be said, is fairly general throughout the territory represented. Mr. Olson supplied approximate acreages this year as follows: Beans, 6,500 acres; sugar beets, 3,500 acres; alfalfa, 2,300 acres; asparagus, 2,000 acres; potatoes, 1,500 acres; barley, 1,500 acres; onions, 500 acres; garden seeds, 500 acres; celery, 70 acres. Considerable areas of orchards were intercropped so that in the above list some lands are counted twice. It is a common thing in the delta region to see beans and other crops growing between rows of young trees or between rows of young asparagus.

The gross value of all crops grown this year is estimated at \$2,500,000 (about 50 per cent more than the entire cost of reclaiming the tract).

The writer wanted to know of course how the individual farmers are faring, the men who are producing this wealth of food products. The sugar beets, it seems, averaged about 15 tons per acre over the entire area devoted to this crop. However, two or three large tracts were poorly farmed and cut down the average considerably. Mr. Olson estimates, with these eliminated, the average production of sugar beets this season to be from 18 to 20 tons per acre.

The banner beet grower this year was Mr. N. H. Morton, Clarksburg post-office, who owns 40 acres and farms some rented land. He had 90 acres in sugar beets. A 25-acre field farmed by Mr. Morton produced 26 tons of beets per acre. His average on the 90 acres was 22 tons.

The sugar beets have been shipped to market and are mostly converted into sugar but the exact price has not yet been fixed, as the contracts with the sugar companies are on a sliding scale, depending on the price of sugar. Eight cent sugar (it is now 9c) will yield the farmer for beets running 18% sugar (the average on the Holland tract), \$12.30 per ton. At this rate Mr. Morton's 26 tons would bring a gross return of \$319.80 per acre or a net return of upward of \$300 per acre.

Mr. N. U. Lawlor, who owns 50 acres and grows beets, estimates that he

(Continued on page 14)

## LAND PROJECT NEAR END OF SALES CAMPAIGN



THE CLARKSBURG UNION DISTRICT SCHOOL, SITUATED ON HOLLAND LANDS. THIS FINE BUILDING HAS EIGHT CLASSROOMS, INCLUDING DOMESTIC SCIENCE AND MANUAL TRAINING DEPARTMENTS AND AN AUDITORIUM WITH A SEATING CAPACITY OF MORE THAN THREE HUNDRED.

(Continued from page 5)

cleared this year \$190 per acre on his beet crop.

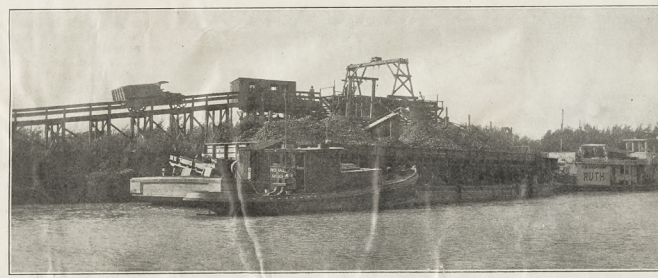
The bean crop of the district averaged about 23 sacks per acre, or 2,300 pounds. The average price is probably about five cents. Herrington Brothers, Clarksburg, grew this year an average of 30 sacks per acre on 400 acres.

F. M. Wulff grew 400 acres of potatoes this year and harvested a crop of 80,000 sacks which brought \$2 per sack on the river bank.

While talking with Mr. Olson about crops and crop yields, we were interrupted by the advent of Mr. R. S. Harcourt, one of the engineers connected with the company, who came in to inform the Manager of the crop yield on his place of 14 acres. This is all in alfalfa; the season's crop had just been sold. There were 141.36 tons and the selling price on river bank was \$14 per ton.

After a lunch at the "camp" the return to Sacramento was made over what Mr. Olson calls the direct route. The Clarksburg ferry is but a few rods from headquarters, the ferry is highly efficient and we were soon on the other side and on the famous Sacramento River Boulevard, a fine paved highway, lying for the most part on the top of the Sacramento River levee and affording to the motorist a really marvelous view of a marvelous country. The spires and tall buildings of Sacramento seemed but a short distance away and in a few minutes

When answering advertisements, please



LOADING SUGAR BEETS ON A SACRAMENTO RIVER BARGE. ONE OF THE SHIPPING STATIONS OF THE HOLLAND LAND COMPANY.

utes we were threading the streets of the Capital City.

The editor can't be empty handed. Celery harvest was in progress and Mr. Olson very kindly insisted on supplying the treat.



Dec. 1923

# Get High Value Crop Land

## IN UPPER CALIFORNIA



Where  
It Pays  
To Farm

Where  
It's Good  
To Live

### AT CLARKSBURG

#### Sound Security

Big pay crops  
Diversity of crops  
Easy payments  
Experienced counsel  
Farm Bureau center  
Graded tree-lined roads  
High farming standards  
Insured land titles  
Moderate prices  
Paved road to city  
Resident supervision  
Satisfied settlers  
Sediment soil—deep,  
virgin, lasting  
Sensible restrictions  
Six per cent interest  
Sub-irrigation or  
surface low-head pumping  
Water transportation  
30 minutes to Capital

#### Match it!

#### Choice of Crops

Alfalfa	Hops
Asparagus	Onions
Beans	Peaches
Celery	Pears
Cherries	Peas
Commercial	Plums
Seeds	Potatoes
Corn	Prunes
Garden Truck	Spinach
Grain	Sugar Beets

#### Diversity!

COME TO CLARKSBURG and let the crops tell the story of the fertility of these deep sedimentary lands. Results are the best test! Why rely on extravagant claims and alluring promises when you can

#### Check up on the Actualities Here

Come and talk with some of the 155 buyers of 17,300 high-value-crop acres. Ask them about soil wealth, about economy of irrigation, about transportation advantages. Ask them about the value of the aid and advice of the Company's trained staff. Ask them how the Company backs up its buyers to the point of self-supporting success. Convince yourself that these lands do indeed challenge comparison; that the all-important success factors are present.

When you get here we will gladly take you over the whole district that

you may get a glimpse of the character of country that has put the Sacramento at the top rank among all rivers of the United States in cargo value per ton, according to government records.

Here at Clarksburg, but a half hour from the valley's metropolis, you can buy sedimentary land and lay the foundation for the type of highly developed farm home estates you will see across the river, where values run well past the thousand-dollar mark per acre—indeed, where lands are not on the market at any figure. You can **buy on easy payments**, too, with interest at 6%, with the knowledge that here good farmers are making their lands pay their own way on the installment-purchase plan. Assuredly here is the place to come when you set out to seek land "where it pays to farm".

*Learn the facts about this oncoming farming community from our illustrated description, "Where It Pays to Farm." A postcard request will bring you a copy.*

## HOLLAND LAND COMPANY

397 California Street, San Francisco, California

Capital National Bank Building, Sacramento  
Clarksburg, Yolo County—on the Property

California  
STATE APPROVED  
Lands

APPROVED BY CALIFORNIA STATE REAL ESTATE COMMISSIONER  
MEMBER CALIFORNIA APPROVED LAND SETTLEMENT ASSOCIATION



To Go Out With Prospect  
Follow-up Letters

December 1923

# FACTS AND FIGURES ABOUT 1923 ACTIVITIES ON HOLLAND LAND COMPANY TRACT AT CLARKSBURG

**Diversified Farming Acreage Extended:** A few years ago there were 15,000 acres in barley in the tract. This last season the acreage of barley was but 1,000. The remainder of the acreage that had been in grain, and some additional acreage, was put in diversified crops, as follows: beans, 7,000 acres; sugar beets, 4,000 acres; potatoes, 1,500 acres; onions, 500 acres; alfalfa, celery, peas, asparagus and fruit, 2,000 acres. These figures tell more effectively than any glowing description what progress has been achieved.

**Big Bean Crop:** Some 162,000 sacks of beans were harvested off 6,870 acres, an average of 23 sacks to the acre.

**Sugar Beet Harvest:** 3 new sugar beet dumps of 300 tons daily capacity were built to handle the increased acreage of beets, something like 60,000 tons being harvested within 9 weeks. Many parcels yielded over 20 tons per acre with 18% sugar content.

**New Orchard Set Out:** About 500 acres of new orchards were planted, the principal fruits being pears, peaches, plums, prunes, cherries and apples.

**Many Individual Pumping Plants:** With the installations made during the year, for irrigation purposes, there are 46 pumping plants being operated by electricity, aggregating about 850 H.P., and about 20 more operated by gas engines.

**Power Lines Extended:** 7 miles of new lines were built.

**All the Comforts of Home:** About 150 H.P. is being used in the tract for cooking, heating, lighting and domestic purposes.

**Good Roads - and Plenty of Them:** Yolo County spent about \$25,000 macadamizing Jefferson Boulevard, which traverses the tract from north to south. In addition the Company spent a substantial sum on roads. About \$70,000 was spent on permanent improvements on the highway connecting Clarksburg and Sacramento.

**Nothing Succeeds Like Success:** Land sales aggregating \$294,000 were made during the first eleven months of the year.

DUNTY, CALIFORNIA, FRIDAY,

## HOLLAND 1923 LAND CO.'S 12-28

1923 Review Makes a  
Remarkable Delta  
Showing.

**H**OLLAND Land Company's tract at Clarksburg, Yolo County, makes a remarkable showing for the year just closing. The facts and figures of activities on that wonderful Delta acreage are a forecast of what can be expected on all these vast peat lands when they become peopled by white settlers, and roads and bridges make possible the highest development by attracting the right kind of homeseekers.

J. V. Mendenhall is president of the Holland Land Company; in fact, he is the man who developed it from a vast swamp, taking the thousands of acres that lay idle awaiting a master hand and bringing them to a state of development unmatched in the Delta.

Mr. Mendenhall is also president of the California Delta Farms, Inc., and his faith in the future of that "earthly paradise," as Congressman Curry calls it, is unshaken, though it has passed through some stormy periods.

Featured by divisions, the statement of the Holland Land Company gives a picture that will be pleasing to look at, and which shows the possibilities of the future in the wonderful Delta sections.

Here is the complete report for 1923:

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1923 Review Shows Large

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